

# HOME ECONOMICS NEWS



INTERNATIONAL FEDERATION  
FOR HOME ECONOMICS

MARCH 2010

Publication of the International  
Federation for Home Economics

## 2010 YEAR OF IFHE COUNCIL IN SLIGO, IRELAND

*Message from the President, Geraldene B. HODELIN, Ph.D.*

Dear Colleagues,

After a very demanding Annual Leadership Meeting in Munich recently, I am only returning to office like the nearly 100 IFHE members who participated in the meeting. I am satisfied that we were able to accomplish a number of things that seemed to have empowered some groups to begin their committee activities in earnest. The second draft of the Strategic Plan with a matrix for aligning the strategic objectives with the core values

inherent in the IFHE Statement published by the Think Tank and the eight UN Millennium Goals were presented to the EC and the Committee Chairs or their representative who were present at the meeting. As President I followed up the planning in Kingston in 2009 with a follow-up workshop in Swaziland in September and in Kingston in February to help these IFHE leaders to use the Strategic Plan to help form the lens to examine their own professional activities and to create working plans for

the immediate future.

Both the strategy and the successes I experienced were shared with the group with the expectations that this will cascade down to the Committees, country and regional groups for providing a nucleus around which IFHE worldwide can coalesce for next 2 - 3 years. I believe that from the response of the groups the leaders are choosing to interpret and use this work to guide their Committee activities in ways that

can be recognised and evaluated effectively for our educational and outreach work. These documents are placed on our website for all to access and use with immediate effect. Let us begin to capture the results of these efforts and get ready to share them each time we meet as a group. ...continued on page 2

### ANNOUNCEMENT IFHE COUNCIL 2010

DEADLINE FOR EARLY  
REGISTRATION

9<sup>th</sup> April 2010

[www.ifhe2010.com](http://www.ifhe2010.com)

### IFHE CONFERENCE DAY

“Vision 2020:  
Home Economics, Changing  
Perspectives in a Changing  
Environment”



Council 2010  
International Federation  
for Home Economics

### In this Issue

- 1 Message from the IFHE President
- 2 IFHE Annual Leadership Meeting 2010
- 3 IFHE Symposium 2010
- 4 XX. Brazilian Congress 2009
- 5 African and ARAHE Conferences 2009
- 8 Call for Papers – IJHE and IJCS
- 8 Call for Contributions – E-Book Phase 2
- 8 Call for Contributions - PC HT&S
- 9 Young Professionals Network
- 9 PC Food Security & Nutrition
- 10 New Organisational member
- 11 Calendar and Imprint

The next big event for us is the Council Meeting 2010 to be held in Sligo in July. If you have not yet put a plan in place, please do this now and let us try to do our best to make this trip a part of our plans for the summer. A lot of work has been put into the planning for the events and I would like as many of you to participate in the discussions and decisions that will take place in the meetings. I am aware of the concerns about the cost for attending this meeting. We will continue to work with the Organising Committee to see how these costs can be revised.

Nevertheless the rich programme that is planned for us should be attractive for the many IFHE members who seek after each opportunity for getting together for businesses for pleasure for learning and networking. IFHE is an organisation for professionals who share the similar values for about families for development and for professional growth. Let us use these similarities as the reason to understand one another, to come together and to share in respect and collegiality. I look forward to hearing from you through the President's forum on the updated IFHE website.



Photo: St. Angela's College  
(Source: <http://www.ifhe2010.com/> )

## IFHE ANNUAL LEADERSHIP MEETING 2010 – MUNICH, GERMANY

### Setting the course at Annual Leadership Meeting of IFHE

During the IFHE Annual Meeting in February 2010, IFHE President Geraldene HODELIN welcomed more than 80 participants from 25 countries.



Photo: Geraldene HODELIN, IFHE President (Source: Private; SIMPFENDÖRFER)

The symposium to the theme: “**Home Economics beyond 100 years: Empowering for the Digital World**” focused on the following topics. Consequences of ICT for families; Options of ICT in education and Application of ICT in households. For more information please see page 3 of this newsletter.

### Main aims of the Annual Meeting were:

- Approval of a strategic plan for the next four years,
- Determination of the working plans of the Programme Committees,
- Conception of the World Congress 2012,

- Preparation for IFHE Council in summer 2010.

### Strategic Plan 2009 - 2014

IFHE President HODELIN introduced the IFHE Strategic Plan 2009 - 2014. The first draft of the strategic plan was developed at the Annual Meeting 2009. The final version was combined with the working structure of IFHE and the Position Statement to Home Economics and the UN Millennium Goals. The strategic plan will be the basis for the work of the Programme Committees as well as the IFHE statutory bodies. The strategic plan is published on the IFHE website in the Members Only Area subsection “Association Management”.

The IFHE Programme Committees approved their work plans until 2012. Their activities will be published on the web. The Programme Committee Food Security and Nutrition was re-established.

### Member Database

The new IFHE Member Database was launched. All IFHE members are invited to use the member database for global networking. To get more information about the working areas of IFHE members it would be helpful if all IFHE members will fill in their related section in the member database. Additionally IFHE members can publish one list of their publications. Please enter [www.ifhe.org/ifhem](http://www.ifhe.org/ifhem) .

Instructions how to use the Member Database are available on the IFHE website in the Member Only Area. Passwords to enter the Member Only Area and the Member Database were sent to all IFHE members with e-mail access in the last few months.

### **Nomination for President Elect and Treasurer General**

Based on the call for nominations IFHE President received one nomination for President Elect and one for Treasurer General.

IFHE member Carol WARREN (Australia) and former IFHE Vice-President for the Region Pacific is nominated for President Elect.

Elisabeth LEICHT-ECKARDT (Germany) is nominated for IFHE Treasurer General. The election of both officers will take place at the Council 2010 in Sligo.

Further a workshop was conducted by James McINTOSH. Participants learned how to create a blog and how to promote Home Economics. Information regarding this workshop can be downloaded on the IFHE website.

### **IFHE SYMPOSIUM 2010**

Geraldene HODELIN, IFHE President welcomed Prof. Dr. Caja THIMM (University of Bonn, Department of Communication) as key note speaker of the symposium to the theme **“Home Economics beyond 100 years: Empowering for the Digital World”**.

More than 80 IFHE members joined the symposium in Munich which was funded by the Federal Ministry of Family, Women Senior Citizens and Youth.

Prof. Dr. THIMM gave a presentation to the theme **“The Digital Home and the Mediated Family: Social Consequences of New Technologies”**.

Prof. Dr THIMM pointed out: the development of media is rapid and the significance of media for daily life is increasing. “Looking at new media, the concept of “home” needs a new definition. Only media have started to be an integral part of our daily life-they are ubiquitous. Media define and determine, how and with whom we communicate. Media are needed for all generations to be able to participate”.

The use of web is also changing. Web 2.0 is a “let’s do it together web”. The web 2.0 user does not only surf the web, s/he changes, modifies and enriches his or her virtual surroundings. Production and usage have become one activity: “PRODUSAGE”. The user is creating the web!”

Another aspect of her presentation was “Media change the home!” For example the Mobility: Media reduce the necessity of physical mobility: shopping can be done from home; getting information does not need a library and most of all social network sites replace/reduce/intensify face to face communication. Worldwide there are many social media. Globally more than 57 % of the citizens have created a profile on a new social network. „A major

risk of the current development of the digital media is the digital divide” stated Prof. Dr. THIMM.

Access to digital media is not equally distributed.

Consequently, the internet is exacerbating existing inequalities between the information rich and the information poor. But there is also a social divide between the generations, men and women, people of different cultural and ethnic background and the wealthy vs. poorer groups.

Prof. Dr. THIMM demands Digital Literacy. As fourth cultural technique “doing media” should be an important subject in school. Digital literacy includes consuming and producing, comprehending and questioning digital environments.

Finally, the aspect of smart homes was raised by Prof. Dr. THIMM. The digital communication revolution has prepared the ground for a new way of organising ones personal life, families and friendships.

The smart home – an intelligent home that would provide automated 21<sup>st</sup> century living, with multifunctional robots.

Automation has successfully conquered industry and working environments. Leisure time, domestic tasks and household management have remained untouched.

In conclusion, she summarised Digital Media in our daily lives and routines will be an increasing influence. Social communication will rely heavily on media, changing family interaction profoundly. Most

importantly she pointed out we need to fight the digital divide, which is a serious threat to social equality!

### **New Technologies applied to Home Economics Education**

Dr. Donna PENDERGAST, Associate Professor at Griffith University – Queensland, Australia, gave a presentation about the significant use of new technologies for students at the university and in Home Economics education.

She introduced the 3D Model – of Bill Green - how students connect with new technologies in the classroom and explained the consequences for teachers!

The 3 Dimensions of the 3 D Model are: Operational, Cultural and Critical. A special focus of the presentation was the findings of an investigation into Computer-supported Collaborative Learning (CSCL). The conclusion of the presentation reads “Learning in the 21<sup>st</sup> century without technology is just not learning”.

### **E-Learning Projects and Experiences**

Three members of the IFHE Young Professionals Network reported about their experiences with e-learning projects.

Amanda Mc CLOAT, Head of the Home Economics Department of St. Angela’s College in Sligo, Ireland, presented a project, which she conducted at her College.

Wolfgang SCHMIDBERGER, University of Applied Sciences Zurich introduced **ItkA!** – a

special software. He focussed on the conceptual design, development and evaluation of an interactive software tool for consumer related subjects.

This programme was developed at the Department Life Sciences and Facility Management. ItkA is a programme which can be seen as a Training mode, Test mode. It enables students to learn at different scenarios and offers exercises with an emotional component.

“**Blogs and Wikis for collaborative Learning**” was the theme of the presentation of Stefan WAHLEN, University of Helsinki, Finland. He explained three aspects of blogs and wikis:

- Collaborative learning and constructive alignment,
- Blogs as a tool for collaborative learning,
- Integrating wikis into teaching and learning.

Stefan WAHLEN concluded blogs and wikis are easy to use and strengthening computer literacy; everyday life skills and need careful implementation (meaningfulness & usefulness).

In the next IFHE Newsletter June a report will follow about the presentations to the themes “**Connected Homes and Appliances for new Services**” and “**Interaction of Society Development and Communication Technology**”.

All presentations are published on the IFHE website in the Members Only Area in subsection “IFHE Meetings” under [www.ifhe.org](http://www.ifhe.org).

## **XX. BRAZILIAN CONGRESS OF HOME ECONOMICS**

*Submitted by Maria E. CANABAL, Ph.D.*

*Professor and Chair  
Department of Family and Consumer Sciences  
Texas State University – San Marcos*

The Brazilian Congress and Meeting of Home Economists presided by Sande Maria Gurgel D’AVILA took place in the city of Fortaleza, state of Ceara, Brazil from September 14 to 19, 2009. The meetings and discussions were guided by the central theme “**Family and Home Economics: Reflections, Perspectives, and Challenges**”.

I had the opportunity to attend the Congress and the privilege to represent the International Federation for Home Economics (IFHE). I delivered greetings on behalf of the IFHE and its President, Dr. Geraldene HODELIN. Also representing the Federation were Dr. Mabel CORDINI from the Federal University dos Vales do Jequitinhonha e Mucuri (UFVJM) in Brazil and Dr. Elizabeth GOLDSMITH from Florida State University.

The beautiful city of Fortaleza, with pleasant weather and excellent accommodations close to the Atlantic Ocean, was the ideal venue for the meeting of over 500 Home Economists eager to share their knowledge and experiences and to learn from each other. The camaraderie and enthusiasm of

the participants as well as their seriousness of purpose was contagious. This was a week full of activities and opportunities such as: individual and panel presentations, round tables, posters, short courses, and technical visits to community projects as well as the formal Association and Congress business meetings, elections, evaluations, and recognitions. There were also plenty of opportunities to enjoy the music, the food, and the sincere hospitality of Brazil.

Among the topics presented were: food security, family, consumers, and the environment; families and employment; family and agriculture; sustainability, globalisation and its impact on families and Home Economics. And of course, the familiar discussion about our profession was always present - professional recognition, name and external perceptions, curriculum focus, specialists vs. generalists, training, employment, etc. However, one of the most interesting aspects of this Brazilian Congress for me was the active participation of young professionals and students. They were inquisitive, vocal, articulate, and committed to re-evaluate the premises and assumptions of the profession for its continued relevance in the 21<sup>st</sup> century.

While in Fortaleza, I met with over 30 representatives from several institutions of higher education and NGOs interested in the International Federation for Home Economics (IFHE). My

conclusion is that the Brazilian and other Latin-American Home Economists and future Home Economists are very interested in continuing the dialogue and exchange of ideas with other Home Economics/Family and Consumer Sciences professionals worldwide with similar interests. They see the IFHE as a possible facilitator of this dialogue. I strongly encourage the IFHE Executive and members to welcome Latin America and the Caribbean Home Economists and related professionals as partners pursuing the common goal of improving the quality of life of individuals, families and the communities in which they live. Listed below are some of the universities represented at the Congress.

My deep appreciation to the Brazilian Home Economics Association and the XX. Brazilian Congress of Home Economics for making my participation possible and to Dr. Mabel CORDINI and Dr. Maria Clarise FERREIRA GOMES for their hospitality and friendship.

<http://www.uece.br/> - Universidade Federal do Ceará (Ceará Federal University)

<http://www.ufv.br/> - Universidade Federal de Vicosa (Federal University of Vizosa)

[www.ufvjm.edu.br.](http://www.ufvjm.edu.br/) - Federal University dos Vales do Jequitinhonha e Mucuri (UFVJM)

For more information please have a look under

<http://www.xxcbcd.ufc.br/> .

### 3<sup>rd</sup> IFHE FRANCOPHONE CONFERENCE 2009

*Submitted by Marie-Louise  
NWAFO-WANDJI*

The third conference for French-speaking African members of the International Federation for Home Economics (IFHE) took place in Bangui (Central African Republic) from 3<sup>rd</sup> to 5<sup>th</sup> August 2009. This conference was a follow-up of the French-speaking meeting which took place in August 2007, preceding the 4<sup>th</sup> African conference, which took place in Yaoundé. The theme of the Bangui conference was “**Evoking the Past and developing the Future**”.

At the Region of Africa Meeting held in Lucerne, Switzerland, during the celebration of the centenary of IFHE in Lucerne, Switzerland in July 2008, the French-speaking group met to organise the conference. Four countries took part: The Central African Republic (RCA), Cameroon, Congo and France.

The organisation of the 2009 Conference was undertaken by the Association of Technicians in Family and Social Economics (ASSOTEFS), led by Ms. Yvette ALI-FIONANGA, the President of ASSOTEFS. The conference venue was National Assembly Hall in Bangui and it was being held under the patronage of the National Minister of Education of RCA. Ms. Josiane ZAHIBO. 100 delegates attended and IFHE was represented by Ms. NWAFO-WANDJI, who also

represented Dr. Geraldene HODELIN, IFHE President and Dr. Sidiga WASHI, Vice-President for the Region of Africa. Unfortunately, due to adverse travelling conditions during the rainy season Ms. NWAFO-WANDJI was unable to attend the opening ceremony. Her welcome address and the presentations of the President of IFHE and the Vice-President for Africa were read to the assembled delegates. The presentations presented on behalf of the IFHE President gave details of the work of the IFHE and its positioning ESF in the 21<sup>st</sup> century.

Taking into account the plan of action made in Yaoundé and Lucerne, the primary object of the conference in Bangui was offering the French-speaking professionals of the ESF the opportunity of casting a critical and analytical glance on their common problems. Exposés permitted looking back at the situation of the ESF on a national level, in each of our respective countries, and to make evident the necessity of setting up a platform for professional exchange for future contributions of the ESF in the development of our respective countries and in the region of French-speaking Africa. Furthermore, the following crucial problems have been identified through the exposés: The absence of vision locally as well as internationally and the lack of adaptation by the professionals to the current socio-economic environment. In fact, all this weakens the strength of response by the

professionals to the current needs, based on the attempts of the development goals of the century and human ecology.



**Photo: Participants of the Conference (Source: Private, NWAFO-WANDJI)**

More concretely, the presentations gave a historical look on the ESF (through Ms. Koyassom DOMTA and Josiane ZAHIBO); to identify the places exposing an inadequate state – employment and the lack of middle executives and qualified workers (through Ms. Deballe KOYT); envisioning perspectives for the entrepreneurial culture followed by the preparation of releasing into the job market in the sectors that generate revenue and for employment in the restaurant, hotel business, interior architecture (through Ms. Marie-Louise NWAFO-WANDJI and Deballe KOYT).

Ms. Philomène MBATA, President of the Congolese Association for Social and Family Economy (ACESF) presented their plan of national action for the promotion of ESF for a socio-economic insertion in the Congo.

The Cameroon experience in the pilot phase in a school in Cameroon, initiated by self-employment in social and family economy, titled “Project Learn to Venture“ generated much

interest among the participants. The possibility for its duplication was the subject of discussions. The experience made in France regarding employment in the care of aged persons opened market opportunities in the domain of social development.

The visit to the Girls’ Lyceum in Bangui (the only one in RCA), founded in 1994, led by the Principal, Her Excellence Ms. Monique BOZIZE, allowed us to see important points of similarity in our teaching programme and to explore the possibilities of partnership.

A resolution was made to hold in future a French-language conference to be held prior to the African conference of the IFHE. However, a crucial question was asked about our effective visibility within IFHE; and for IFHE, being represented at a higher level in our French-language meetings; and the organisation involved in the planning of the proposed meetings. The duration of the conference must be reduced to make it attractive for all French-speaking persons and to minimise the costs.

Like in IFHE, the many French-speaking professionals must meet together for more interpersonal exchange at these meetings. The meeting for French speaking professionals could also be useful to help with human resources where they may be needed in one country or another.

Congratulations and thanks were made to the Central African government for the hosting the

meeting and to ASSOTEFS for the organisation of this sub-regional meeting; to the parliamentary authorities for all their generosity (for allowing us to use the Palace of the Assembly); to the President and the Vice-President of IFHE for their words of encouragement; to the patron of the conference; to the local organisation committee of the conference and its patron for their financial help; to the masters of ceremony for their contribution to the success of the conference; to the representatives of Cameroon and Congo for the efforts taken to take part in the work; and to all the participants for their confidence, their loyalty and their contribution to make sure that the ESF in French-speaking Africa flourishes.

The excursion to the Caiman Lake was the occasion for a well-deserved long break.

The choice of Congo was taken unanimously to accommodate the organisation of the 4<sup>th</sup> French-speaking meeting of the IFHE in 2011. The Congolese committee will propose a theme, based on the inspiration from the contents of the Regional African Meeting of the IFHE, to be held in October 2009 in Swaziland. They will also inform us of the date for the conference.

## ARAHE BIENNIAL CONGRESS 2009

*Submitted by Seiko SAWAI*

The 15<sup>th</sup> Biennial Congress of the Asian Regional Association of Home Economics (ARAHE) was held in Pune, India from 11-15 December 2009. The congress was held at the Maharshi Karve Stree Shikshan Samstha, founded by the great visionary and ardent social worker Bharat Ratna Dhondo Keshav Karve who established India's first women's university.



He believed that education was the key to empowerment for women. This philosophy perfectly complemented the congress theme of **“Social Upliftment through Human Empowerment in the Perspective of Home Economics”**.

A successful pre congress seminar on Fashion Forecasting was held and in addition to informative lectures, there were workshops on Block Printing, Traditional Embroideries, Saree Draping and Indian Traditional Recipes.

A keynote presentation from Margaret JEPSON (UK) was about empowerment through education with “access to education” being a challenge for developing countries while the

major issue for developed countries is the quality of education.

Carol WARREN (Australia) spoke about the 2012 Congress to be held in Melbourne, Australia and participants became very enthusiastic about attending the Congress.

Delegates had the opportunity to attend concurrent sessions with more than 100 high calibre presentations (oral and poster) to choose from. A new initiative for international interaction and collaboration was introduced. This session provided the opportunity for delegates to present a brief snapshot of research they are undertaking and invite participation from colleagues in other countries.

Other highlights included the procession to the opening ceremony, the cultural dancing at the opening ceremony, the craft fair, the student fashion show and the opportunity for international networking and collaboration.

The ARAHE Executive Committee and outgoing President, Seiko SAWAI acknowledge the excellent work of Congress Chair, Dr. Ela DEDHIA and the congress team for coordinating such a successful and excellent congress. The next ARAHE Congress will be held in the Philippines in July 2011.

The new President of ARAHE is Dr. Hapsah NAWAWI from Malaysia, whose term is January 1, 2010 – December 31, 2011.

## CALL FOR PAPERS INTERNATIONAL JOURNAL OF HOME ECONOMICS (IJHE)

*Submitted by Donna  
PENDERGAST, Editor*

The official journal of the International Federation for Home Economics (IFHE) urgently requests submissions for publication. This refereed e-journal brings together emergent and breaking work on all aspects of Home Economics, and most importantly, how we might improve and renew the everyday work of Home Economists. It features quantitative and qualitative, disciplinary and trans-disciplinary, empirical and theoretical work and includes special editions on key developments. It aims to push the boundaries of theory and research - to seek out new paradigms, models and ways of framing Home Economics. The *International Journal of Home Economics* welcomes contributions from members and non-members, from a variety of disciplinary and theoretical perspectives. Manuscripts should be sent electronically to Dr. Donna PENDERGAST, Editor e-mail at [d.pendergast@uq.edu.au](mailto:d.pendergast@uq.edu.au).

Please send files as a Microsoft Word document (doc) or in Rich Text Format (rtf). Paper length should not exceed 6000 words.

## CALL FOR CONTRIBUTIONS TO PHASE 2 OF ONLINE E- BOOK

*Submitted by Miriam  
O'DONOGHUE, Chair*

IFHE and the CDVEC Curriculum Development Unit, Ireland would like to invite contributions to the *second phase* of the online e-book entitled:

***“Global Sustainable Development: A Challenge for Consumer Citizens”***

For more information please have a look under <http://www.ifhe.org/62.html>

## CALL FOR PAPERS FOR SPECIAL ISSUE – HOME ECONOMICS;

*Submitted by Emma COLLINS,  
Guest Editor*

The *International Journal of Consumer Studies* is published for academics, policy makers and lay people around the world who are interested in consumer affairs. It is published six times a year and strives to publish original articles of the highest quality.

More information about the International Journal of Consumer Studies is available online under [interscience.wiley.com/journal/ijcs](http://interscience.wiley.com/journal/ijcs)

The Journal will publish a Special Issue in July 2011 with the title: ***“Home Economics; An International Perspective”***. Details are overleaf.

The IJCS recognises that there is large regional variation in the approach and concepts of Home Economics and Consumer Studies. Authors are therefore encouraged to submit articles taken from regional/local conferences based on academic papers and/or poster presentations with the objective of developing a balanced portfolio of research in Home Economics across the world.

**Katherine Hughes**, Editor

[Katherine.hughes@btconnect.com](mailto:Katherine.hughes@btconnect.com)

or **Emma Collins**, Guest Editor  
[editor133@gmail.com](mailto:editor133@gmail.com)

Complete information under <http://www.ifhe.org/63.html>.

## PC HT&S MEETS IN SLIGO

*Submitted by Rainer  
STAMMINGER, Chair*

The Programme Committee Household Technology and Sustainability (PC HT&S) will meet in Sligo on Sunday, July 18<sup>th</sup> and Tuesday, July 20<sup>th</sup>, 2010.

In the research sessions on Sunday morning and Tuesday afternoon international speakers will present their work focusing on dishwashing, cooking, laundry washing and new household technologies. Most recent results and interesting findings can be expected. All colleagues being interested in household technology and sustainability are kindly invited to listen to the oral presentations, contribute to the

discussions and bring in their experience.

On Sunday afternoon the committee will continue its work on best practices in dishwashing and cooking. With the support of a large number of international experts guidelines for both subjects should be developed and distributed to a wider public by 2012. Additional subjects will be the election of the committee chair and secretary, and the determination of activities and work strategies for the next years.

If you are not yet member of PC HT&S you are very welcome and particularly invited to join our research sessions, workshop and committee meeting. For further information and the detailed programme please contact Rainer STAMMINGER, Household and Technology Section – University of Bonn, under [stamminger@uni-bonn.de](mailto:stamminger@uni-bonn.de) or visit us on <http://hts.ifhe.org/>.

## YPN CALL - LTL 2010

*Submitted by Stefan WAHLEN*

Dear members of the IFHE,

The IFHE Council Meeting in Sligo/Ireland is approaching and the year 2010 is set to be as exciting as ever as more and more young people are becoming involved with IFHE.

Members of IFHE's Young Professionals Network (YPN) initiated **Linking the Loop (LTL)** as an ongoing project with the aim of providing a stimulus for Home Economists around the world, allowing their voices to be

heard. Many young people are getting involved, despite not being able to attend the meeting.

Regardless of whether they are able to physically be present at the IFHE Council Meeting or not, LTL facilitates involvement and contribution. LTL will be an ongoing slideshow of global insights into the future of Home Economics and the diverse areas of our profession.

As chair of YPN I would like to appeal to you and your colleagues to become involved in the project "**Linking the Loop 2010**". For the project, you and other Home Economists are asked to contribute by providing a statement relating to the theme of the Council Meeting 2010, answering the question:

**"Vision 2010: How would you describe the future of Home Economics?"**

Please send a statement of not more than 30 words (preferably by the end of March 2010) to our e-mail: [YPN@ifhe.org](mailto:YPN@ifhe.org). Please indicate your name, your year of birth, your country of origin and do not forget to provide a photo. The deadline for participation is 30<sup>th</sup> April 2010. The responses are collated in a slide show that is presented via a continuous loop at the IFHE Council Meeting in Sligo, Ireland.

The presentation will act as a signal to all members and professionals attending the Council Meeting, so you will be present and you will be heard.

I appeal to you to use your networks in the IFHE Regions, especially those of you involved

with students directly, to contribute to this presentation. By doing such your opinions will be read by Home Economists from around the world.

Please help us maximise the impact of this initiative. You can forward this Call for Participation to people possibly interested in the project. If you have any further question, please do not hesitate and contact me.



### In Memoriam Monica TUPAY

Photo: The members of the PC CEEC during the IFHE World Congress 2008 in Lucerne, Switzerland  
(Source: Private; SAVISALO)

## CALL FOR INFORMATION

*Submitted by Emma COLLINS, Chair*

Are you involved in a food security project?

Are you working to improve nutrition on a local, national or international level?

### The Food Security and Nutrition Programme

**Committee** asks that any members involved in projects or who are working in this field of expertise to please forward details to the Committee who plan to present a report for the

Council Meeting in Sligo outlining the ongoing work of IFHE members in this subject area.

Please send details **until 31<sup>st</sup> May 2010** as outlined below;

- Name,
- Theme/Aim of the project,
- Time period of the project,
- Specific field of research,
- Who the project is managed by and if in collaboration with other groups,
- Experiences/results/consequences/outlook of the project.

It is expected that this report will act as a catalyst for future development in this area, to strengthen collaboration between IFHE and associated organisational members, the UN and FAO, and to highlight the importance of this sector as part of the wider view of international Home Economics.

Please contact Emma COLLINS for further information under [emmacollins133@hotmail.com](mailto:emmacollins133@hotmail.com)

## NEW IFHE Member

*Submitted by Carmen DOMÉNECHE LINDE*

INSEDNETWORK (International Network for Service Enterprises and Education Development) operates internationally and has its headquarters in Barcelona (Spain).

Our main goal is to promote the recognition of service professions, as they deal with jobs that directly influence people, to generate a more

humanistic lifestyle, and to contribute in creating a service culture in society. One of INSEDNETWORK's outstanding activities is to promote training that favours personal improvement and the development of important attitudes for service professionals:

1. Discovering and anticipating other people's needs.
2. Being aware of the influence that one's way of working has in others.

Through our courses, the Association has proposed transferring to the business environment the service attitude, the looking after of interpersonal relationships and of material things in order to achieve a pleasant work environment, which contributes greatly to the well being of others. The courses are directed towards professionals who have a high level of contact with people:

- Core Personnel with one year experience,
- Middle Managers, Department Heads.

We also organise activities for students directed toward the promotion and spreading of an innovative perspective of service professionals. In order to humanise society and build economic, human and social capital, what is needed is a professional context which allows men to re-enter the home and allows women to offer their knowledge and values without having to renounce maternity.

Families are important for companies and organisations, as what is learned within the family is reflected into society. This is why INSEDNETWORK places importance on projects and activities directed toward the promotion of the family. In this field our flagship is our "Home management course" directed to young parents, to help them to organise their personal, professional and family lives, according to the style of family they want.

The European Parents Association has awarded its third prize, "ALCUIN AWARD 2009" to the Course. We hope to share our projects and be able to contribute as well as to collaborate and learn from the other IFHE members. In order to create a social debate on the service sector professions to reach a level of influence we have investigated in collaboration with IRCO (International Research Centre of Organisations) of IESE Business School to offer real information on the problematic internal aspect of service sectors.

The first white paper is about "*The turnover in the hotel and restaurant sector in Spain. Causes, consequences and action threads*". It will be presented in Madrid on the 13<sup>th</sup> of May 2010 and in Barcelona on the 20<sup>th</sup> of May 2010.

We are looking forward to see you in place!

INSEDNETWORK is a new IFHE Organisational Member, for more information please have a look under [www.insednetwork.org](http://www.insednetwork.org).

## CALENDAR OF EVENTS

### 2010

22 – 23 April 2010

#### **11<sup>th</sup> International Scientific Conference**

“Economic Science for Rural Development 2010”

Latvia University of Agriculture, Faculty of Education in Cooperation with Latvia Academy of Agricultural and Forestry Sciences and Nordic Association Agricultural Scientists

Jelgava - Latvia

24 – 26 June 2010

American Association of Family and Consumer Sciences (AAFCS)

#### **AAFCS 101<sup>st</sup> Annual Conference & Expo**

“New Century for FCS: New Challenges, New Solutions”

Renaissance Cleveland Hotel (Conference Registration desk located here)

Mariott Cleveland Downtown at Key Center

Cleveland, Ohio - USA

18 – 23 July 2010

#### **IFHE Council Meeting – Sligo, Ireland**

“Vision 2020: Home Economics, Changing Perspectives in a Changing Environment”

10 – 13 October 2010

#### **World Health Summit 2010**

Translation, Transition, Transformation

Charité Berlin – Berlin, Germany

### 2011

April 2011

#### **19<sup>th</sup> Biennial Meeting and Conference of Caribbean Association of Home Economists (CAHE)**

St. Vincent and the Grenadines, West Indies

23 – 25 June 2011

#### **AAFCS 102<sup>nd</sup> Annual Conference & Expo**

Sheraton Wild Horse Pass

Phoenix, Arizona - USA

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### HOME ECONOMICS NEWS

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#### **Next Issue:** JUNE 2010

Please submit information and articles for this issue by **1<sup>st</sup> May 2010** to IFHE Office Bonn, Germany