

## FCS e-Connection – June/July 2013

Dear Colleagues:

We are excited to announce the addition of three state specialists to our team and the opening of two state-based positions:

Sanja Ilic, PhD will begin August 1<sup>st</sup> as food safety state specialist. Sanja has been working for the past two years as a postdoctoral researcher in microbial food safety of fresh vegetables at OARDC and prior to that was a graduate research associate which included participation in developing on-farm food safety risk communication and educational programs. She also performed extension work with vegetable growers of Ohio. She has a PhD in Food Science and Technology from Ohio State, a MS in Food Safety and Quality Assurance from University of Guelph in Canada and a BS in Food Processing Engineer from the University of Belgrade in Serbia. She worked as a food safety manager at Ippolito Fruit and Produce where she developed and managed their food safety program. Sanja's knowledge and expertise will be extremely valuable as we work with consumers and strengthen the continuum of safe food from the field through consumption.

Michael Betz, PhD will join us as Family Policy/Decision Making state specialist on September 1. Mike completed his PhD in Agricultural, Environment and Development Economics and his BA in International Studies, both at Ohio State. He just completed a two year postdoctoral position here at Ohio State. His research interests are household/family decision making, household well-being and rural and regional economics. Mike has worked in areas impacting Appalachia Ohio, family policy issues, housing issues related to shale production, and other issues that shape the decisions individual families make. His knowledge and insight will be extremely valuable as we help empower families to make smart decisions.

Irene Hatsu, PhD is also joining the State Specialist team on September 1 with a focus on Food Security. She has just completed her PhD in dietetics and nutrition at Florida International University where she also received a certificate in 2010 in health promotion and disease prevention. She received her MS in foods and nutrition from the University of Georgia and a BS from the University of Ghana in zoology. Her research has included food security issues among low income HIV patients. Irene has extensive experience in working in the community as a researcher and volunteer. She will bring valuable insight to our efforts to address the health and food security issues of some of our most vulnerable citizens.

### ***Open Positions – Applications due by August 4th***

As you are aware, in January, Julie Kennel returned fulltime to her appointment in the college of Education and Human Ecology. In addition, Kara Newby left OSU Extension the end of June to move with her family to Auburn University, where her husband will be a faculty member in their department of horticulture. As a result of these departures, we will be filling both of these full-time program specialist positions to help us advance our efforts to equip Ohioans with the knowledge, skills and tools they need to make healthy choices. The *Healthy People Program Specialist* will work closely with the state- and county-based human nutrition team and also give leadership to the development of our OSU Extension FCS Volunteer program. The *Healthy Relationships Program Specialist* will work closely with the state- and county-based family life team and also give leadership to the development of our OSU Extension FCS social media efforts, working collaboratively with the new Ed Tech position. Both positions are posted on the OSU Extension HR Jobs site and an all Extension email went out July 17th: <http://extensionhr.osu.edu/jobs.html>.

**Educational Technology Specialist.** We are also very pleased that Jamie Seger has taken on this new role in which she will serve and collaborate with teams and individuals to determine which technology and online

tools will best fit their needs and objectives. From there, the Educational Technologists may also help teams make the necessary contacts and get needed information and training to integrate technology into their programming. Jamie will specialize in social media and mobile learning, but will also be utilizing the specializations and talents of the other Ed Techs where appropriate. While Jamie will be the contact person for Family & Consumer Sciences, teams and individuals may collaborate with other Ed Techs as needed.

We are excited about the new colleagues joining our team on the state level, as well as the colleagues joining Extension on the county level. The synergy that will come from our work together will help us empower Ohioans to make healthy choices.

*“We work as a TEAM to provide the HIGHEST QUALITY PROGRAMS that are ROOTED IN RESEARCH and as a result SUBSTANTIALLY IMPACT OHIOANS”*

### ***Karen Bruns, PhD***

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## **HELP US PROMOTE FAMILY & CONSUMER SCIENCES ON TODAY!**

AAFCS has begun an FCS awareness campaign in response to the July 9 TODAY show's reference to the need for essential life skills in schools. To capitalize on this reference, we are all encouraged to tweet (using #fcsontoday) or email using the feedback form on TODAY's website. AAFCS sent a letter to anchors Natalie and Willie with more information about family and consumer sciences education and how it helps address today's social and economic issues: <http://tinyurl.com/k3oe2uj>. To really get the attention of TODAY, please take action and share your program information with TODAY. Here are some sample messages that could be personalized for your county work:

Email: Thank you for bringing attention to the need for essential life skills education in schools in your July 9 show. In my Family & Consumer Science program, I teach life skills like healthy eating, healthy financial management, and healthy relationships to youth and adults! Here's my program info: [URL]

Twitter: @todayshow OSU Extension teaches life skills to all ages through Family & Consumer Science programs: <http://fcs.osu.edu/> #fcsontoday

## **YP4H VIDEO CONTEST**

Are you a healthy Buckeye? Tell us your story! Participate in Your Plan for Health's Faculty/Staff Video Contest. Our goal is to be the healthiest university on the globe, and our success depends on you! Show your Buckeye pride and tell us what you're doing to be a Healthy Buckeye. Are you eating healthy, moving more, taking time to relax? Or maybe you've leveraged Ohio State resources, such as the Personal Health & Well-Being Assessment, Health Coaching, or Care Coordination, to improve or maintain your healthy lifestyle? Whatever your story, submit it in video format and inspire Buckeyes to greater health and well-being!

To participate, follow these steps:

- Create your Healthy Buckeye video in an approved format
- Upload your video to BuckeyeBox ([box.osu.edu](http://box.osu.edu)) and complete the required submission forms. For details, visit [go.osu.edu/HealthyBuckeyeContest](http://go.osu.edu/HealthyBuckeyeContest).
- Email your completed submission forms with a link to your video to [yp4h@hr.osu.edu](mailto:yp4h@hr.osu.edu) by 11:59 p.m. EDT on **July 19, 2013**.

### ***In addition***

*Hit the Road with the Buckeyes* will kick off again this fall on September 26<sup>th</sup>. This is a walking challenge open to the university community. Consider forming a team of colleagues in your office or a virtual team that is motivating each other to move more. Through FCS our daily focus is on helping people make healthy choices. This challenge is one way we can engage our colleagues and family in making a healthy choice.

## **CALL FOR PAPERS: WORK AND FAMILY RESEARCHERS NETWORK**

The Work and Family Researchers Network (WFRN) invites submissions for the 2014 Conference, Changing Work and Family Relationships in a Global Economy, to be held June 19-21, 2014 at the Millennium Broadway Hotel in New York City. We seek fresh and innovative scientific contributions on work and family issues from investigators in diverse disciplines. We value all disciplinary perspectives on the issues, including, but not limited to, anthropology, business and management, economics, family studies, political science, psychology, public health, social work, sociology, and related fields. The voices of all stakeholders are needed to understand and address work and family issues to advance knowledge and practice. We also encourage policy advocates, policy makers, and work-life practitioners to submit evidence-based contributions. Submissions are due **October 18, 2013**. For more details, visit <https://workfamily.sas.upenn.edu/content/call-papers>.

## **CFAES BRANDING MESSAGE FROM DEAN MCPHERON**

I'm pleased to announce that the first iteration of our college's brand standards is now available at <http://cfaes.osu.edu/commtech/toolboxes>. Along with the standards, you will find downloadable college logos and PowerPoint templates, as well as a calendar that shows when additional templates will be released and dates for upcoming informational sessions.

A few items to highlight:

- Our college brand standards show how to apply the university brand to CFAES and all of its mission areas.
- You can learn about the university brand at [www.osu.edu/brand](http://www.osu.edu/brand).
- The university allows very few logos. While colleges have logos, OARDC, Extension, departments and other units will be identified in new ways.
- No other logos, internal to the college or university, are permitted.
- The One College vision means that every communications piece should include the college logo, and show the tie between the college and units, programs, departments and mission areas.
- The college is embracing the university's brand.

The university will be releasing additional guidelines over the next several months, for web design, clothing, signage and more. Please visit the current [CFAES Branding Guidelines](#) for more details. If you have questions about the brand, please contact Suzanne Steel at [steel.7@osu.edu](mailto:steel.7@osu.edu) or Kim Brown at [brown.3384@osu.edu](mailto:brown.3384@osu.edu).

## **FINRA's 2012 NATIONAL FINANCIAL CAPABILITY STUDY**

This week, the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation released the state-by-state results of its National Financial Capability Study. The survey findings underscore the need to ensure all Americans have access to the education, resources and tools they need to manage their money with confidence. Included in the press release is a link to state-specific press releases. Please visit <http://www.usfinancialcapability.org/> for more information and direct any questions to FINRA.

(Source: [usfinancialcapability.org](http://www.usfinancialcapability.org/))

## **NEW OHIO INITIATIVE TO COMBAT CHILDHOOD OBESITY**

ODH announced a new initiative in early June to combat the epidemic of childhood obesity across Ohio. The early childhood obesity prevention grant program will fund high-need communities and build on existing community-based prevention efforts. The state will provide \$500,000 for the program during each of the next two years to fund counties working with their early childhood education centers, healthcare systems and providers (both public and private), public health providers (such as Head Start), and other community partners (like YMCAs) to coordinate parent-centered education around physical activity and nutrition. To see the full news release click [here](#).

(Source: *Ohio Department of Health*)

## **2013 STATEWIDE RURAL HEALTH CONFERENCE-CALL FOR SPEAKERS**

The 2013 Statewide Rural Health Conference and Flex Annual Meeting is tentatively scheduled for November 21 - 22 in Columbus, Ohio. We are requesting conference session proposals until **July 31**. This is an opportunity to provide insights and share best practices, models, policies, research and other information for addressing the issues confronting rural communities. Please consider contributing a session, and see the attached materials for more information and submission guidelines. This information will also be posted soon to <http://www.odh.ohio.gov/SORH>.

## **CENSUS BUREAU NEWS: NEW INFOGRAPHIC FOCUSES ON CHILD CARE**

Child care arrangements is a significant issue for employed parents, their relatives, care providers, policy makers and anyone concerned about children. A new "How Do We Know?" infographic, "Child Care: An Important Part of American Life," uses results from the 2011 Survey of Income and Program Participation and 2007 Economic Census to show how many children (by age) are in some type of arrangement, the kinds of arrangements they are in, the amount spent on care, and how child care facilities are distributed across the country. How Do We Know? Infographics: <http://www.census.gov/how/>.

## **FREE WEBINAR: NUTRITION EDUCATION FOR FOOD-INSECURE FAMILIES**

"Ready, Set, Go: Preparing and Delivering Effective Nutrition Education for Audiences Facing Food Insecurity" will contain information about successful programs and resources to help you become a more effective educator to the food insecure and how to access ready-made programs and education strategies you can start using today. This webinar is part of a webinar series by the Academy of Nutrition and Dietetics Foundation and Kids Eat Right as part of the Future of Food project. It is planned with Feeding America through an educational grant from the National Dairy Council. The webinar will take place on **July 31** from 2-3pm and registration can be found [here](#).

## **STAY SAFE IN THE SUMMER SUN**

With summer just around the corner, the FDA wants to make everyone aware of new sunscreen labeling. The only products that may read "broad spectrum" on the front are those that protect against both UVB and UVA ultraviolet rays. Sunscreens that are not broad spectrum or that lack an SPF of at least 15 must now carry a warning: "Skin Cancer/Skin Aging Alert: Spending time in the sun increases your risk of skin cancer and early skin aging. This product has been shown only to help prevent sunburn, not skin cancer or early skin aging." For more information on the new labeling and for a PDF flier please visit the FDA's website [here](#).

## **MYMONEY.GOV WEBSITE**

The U.S. Treasury, Chair of the Financial Literacy Education Commission (FLEC) has made updates to [www.mymoney.gov](http://www.mymoney.gov), which went live on May 30. Please see some of the highlighted changes below:

- The new site is designed around the “My Money Five,” the five building blocks for managing and growing your money: Earn, Save and Invest, Protect, Spend, and Borrow (the 5 formerly known as Core Competencies).
- You can still search topics by “Life Events” such as retirement, or birth/adoption.
- New interactive quizzes that test knowledge of the MyMoney Five and direct users to relevant resources.
- Improved search capabilities to make it easier to find what you are looking for.
- Dedicated sections for youth and educators, who are looking for information to teach young people and adults about financial concepts.
- The “for Researchers” page leads users to the new Financial Literacy and Education Commission’s Financial Capability Research Clearinghouse. The Clearinghouse contains information on more than 400 reports and articles from Federally-supported research, along with a select number of datasets that are available for use in new research on financial capability topics.

Please help keep the information and resources on the site up to date by providing U.S. Treasury with any new materials on the financial education topics by emailing [ofe@treasury.gov](mailto:ofe@treasury.gov). The Spanish language version of the site will be available soon as well, so don’t forget to send any Spanish-language resources you may have and help spread the word. Additional outreach materials are forthcoming, along with a new bookmark and more site changes.

## **CENSUS BUREAU REPORT DETAILS RISING INTERNET USE AND SHOWS IMPACT OF SMARTPHONES ON DIGITAL DIVIDE**

According to a report issued by the US Census Bureau [Computer and Internet Use in the United States: 2011](http://www.census.gov/cps/), the digital divide between internet usage in racial and ethnic groups is being bridged by smartphones. The information comes from data collected as part of the Current Population Survey’s 2011 Computer and Internet Use Supplement, which was sponsored and funded by the National Telecommunications and Information Administration (NTIA). The report also features a table that places users along a “connectivity continuum” and shows that a sizeable percentage of Internet users now make their online connections both inside and outside the home and from multiple devices. For more information on the survey, please visit <http://www.census.gov/cps/>. (Source: US Census Bureau)

## **KUDOS**

Congratulations to **Pat Brinkman** on being a recipient of a 2013 OSU CARES grant. Patricia Brinkman, FCS Educator in Fayette County, was among the faculty and staff recognized by the OSU CARES Seed Grant program for projects illustrating how engagement is being embedded in colleges across the university. These projects also showcase how Ohio State is sharing expertise broadly across the entire state and deepening relationships with community partners. Her grant, entitled, “Million Hearts: Improving Cardiovascular Health Across Ohio” partnered Extension with the College of Nursing. The complete list of the 2013 OSU CARES/OSU Extension grants that were awarded; and a brief description of each can be found online at <http://osucares.osu.edu/grants/2013seed.html>. All of these grants support partnerships between OSU Extension and another Ohio State department to broaden the University’s engagement with communities. Visit the OSU CARES Grants Program Webpage at <http://osucares.osu.edu/grantsprogram.htm> for more information about OSU CARES grants and about submitting a proposal for 2014.

We would also like to congratulate **Carolyn Gunther** on her 2013 Champions for Healthy Kids Grant from General Mills. She was one of 50 selected out of over 1,000 applicants to receive \$10,000 with her “Camp Nutrition and Fitness: A Nutrition and Physical Activity Program Designed to Improve Diet and Fitness of Disadvantaged Children During Summer Recess.” The six-week program will provide children attending the University District Freedom School program with the opportunity to learn and engage in positive eating and activity behaviors. Gunther’s research team includes program dietician Julie Kennel, Human Sciences; Family Nutrition Program director **Ana Claudia Zubieta**; graduate students Laura Berger and Colin McGinnis, both

Human Nutrition; Dayanna Reeves, Penn State; and Ng Weig Yong and Yun Ting Lee, both Taiwan Medical School.

Congratulations to **Dan Remley** on receiving an NCCEA Mini Grant of up to \$7,700 for his project titled "Multi-State Extension Diabetes Initiative."

We would also like to congratulate **Cindy Shuster, Lisa Barlage, Michelle, Treber**, and their colleagues who recently had a journal article accepted for the inaugural issue of the *Journal of Human Sciences and Extension*. The title of their article is, "Using Technology to Encourage Healthy Lifestyles."

Kudos to **Treva Williams** and Rose Merkwitz for presenting "Tactical Approach to Building a Rapport with Elected Officials and Stakeholders" at the Public Issue Leadership Development Conference in Alexandria, VA on April 23<sup>rd</sup>.

## PERSONNEL UPDATES

Welcome to Yolando Alvarado, EFNEP Program Assistant in Lucas County, who started on 5/28, Cynthia Davenport, EFNEP Program Assistant in Cuyahoga County, who started on 6/3, Robin Adams, EFNEP Program Assistant in Mahoning County who started on 7/1, and Ayan Yusuf, Program Assistant in Franklin County, who started on 7/8/13.

We would also like to welcome Kate Homonai, Program Coordinator for Vinton County, and Amy Carles, Program Coordinator for Hancock County, who both started 7/15.

Farewell to Kara Newby, Human Sciences Program assistant, she will be greatly missed. We wish her the best of luck on her new adventures outside of OSUE.

## CES4HEALTH UPCOMING EVENTS

June is a very busy month for everyone involved with CES4Health. Please see the upcoming conferences as well as tools for learning more about community-engaged scholarship.

- Submit your proposal by **September 30th** for the 2014 CCPH Conference- Call for Proposals due September 30 for CCPH's 13th conference, April 30-May 3, 2014 in Chicago! The conference, "From Rhetoric to Reality: Achieving Authentic, Equitable & Transformative Partnerships" will draw hundreds of community members, faculty, staff, students, funders and policy makers from around the world for four days of skill-building, networking and agenda-setting! We encourage you to submit session and poster proposals. Details at <http://bit.ly/XYQayv>
- CES4Health Webinar featuring Cathy Jordan- Watch a webinar on CES4Health! CES4Health Editor Cathy Jordan recently presented a webinar for the Healthier Wisconsin Partnership Program that describes how CES4Health is a tool for enhancing the impact of community-engaged scholarship. View, and encourage your colleagues to view, the archived webinar at <http://www.youtube.com/watch?v=RktFEWg9fOs&feature=youtu.be&t=17s>

## LEADERSHIP MOMENTS: GREATNESS IS...

From: Yaeger, D. (2011). Greatness: the 16 characteristics of true champions. New York: Center Street.

Anyone seeking Greatness must understand that it is something truly unusual. Its uniqueness is part of what makes it so special - it is not something that is easily achieved because it is not something ordinary. It is available to each of us, but it is uncommon.

John Wooden once remarked to me, "If you didn't have to work to get something, it probably wasn't worth getting." If Greatness were easy, it wouldn't be Greatness - it would be the norm. Greatness reaches beyond the status quo. Greatness can be achieved only through sweat and struggle, because it is not something that happens automatically. Instead, we must actively seek it through an investment of time, effort, sacrifice, discipline, and dedication to our individual pursuit. Your Greatness will be different from mine, and mine is different from Coach Wooden's. Greatness takes a unique form for every person (p. 4).

Greatness is available from the OSU Leadership Center. [Click here to borrow this resource](#) or any other resource. Once you are on our website, click on the Spectrum icon.

## **DATES TO REMEMBER**

- August 13 FCS CarmenConnect
- August 27-28 Annual SNAP Ed Business Meetings
- September 10 FCS CarmenConnect
- October 2 PAT/Internal Advisory Committee Retreat
- October 10 Live Healthy, Live Well Through Workplace Wellness in-service
- October 16 FCS CarmenConnect
- November 6-7 Community Nutrition/FCS Extension Conference
- December 4 Extension Annual Conference

## **UPCOMING NATIONAL CONFERENCES**

- Aug. 9-12 Society for Nutrition Education and Behavior Annual Conference, Portland, OR
- Sept. 15-19 Galaxy IV Conference, Pittsburgh, PA
- Oct. 8-9 Conference of the Engagement Scholarship Consortium, Lubbox, TX
- Oct. 19-22 Academy of Nutrition and Dietetics: Food & Nutrition Conference & Expo, Houston, TX

## **HELPFUL LINKS**

- Extension Family and Consumer Sciences - <http://fcs.osu.edu/>
- OSUE FCS Facebook Page - <https://www.facebook.com/osuefcs>
- Community Nutrition Programs (EFNEP & FNP) - <http://fnp.osu.edu/> and <http://efnep.osu.edu>
- Occasional Quantity Cook - <http://www.ag.ohio-state.edu/~oqc/>
- Universal Design - <http://ehe.osu.edu/ud/>
- Extension Intranet Calendar - <http://extensionstaff.osu.edu/events>
- OSU Extension Communiqué - <http://extensionstaff.osu.edu/communique>
- Extension Policy & Procedure Handbook - <http://extensionstaff.osu.edu/policy-and-procedures-handbook>
- eXtension - <http://www.extension.org/>
- Dining with Diabetes – <http://diabetes.osu.edu>
- NewStart – <http://newstart.osu.edu>
- Real Money, Real World - <http://realmoneyrealworld.osu.edu/>

### **Marketing**

- Communication & Technology - <http://commtech.ag.ohio-state.edu/>
- Templates - <http://commtech.ag.ohio-state.edu/resources>

### **OSU Resources**

- OSU Library - <http://library.osu.edu/>
- IRB - <http://orrrp.osu.edu/irb/about/>
- OSU CARES - <http://osucares.osu.edu/>

### **Professional Associations**

- American Association of Family & Consumer Sciences - <http://www.aafcs.org/>
- National Council on Aging - <http://www.ncoa.org/>
- National Council on Family Relations - <http://www.ncfr.org>
- National Extension Association of Family & Consumer Sciences - <http://www.neafcs.org>
- ESP - <http://www.espnational.org/>
- OAEP - <http://oeaa.osu.edu/>

### **Journals**

- Journal of Extension - <http://www.joe.org/>

- The Forum for Family and Consumer Issues - <http://ncsu.edu/ffci/>

### **Blogs**

- Eat, Save and Be Healthy - <http://osufcs.wordpress.com/>
- Safe Food Handling & Preservation - <http://safefoodforyourfamily.wordpress.com/>
- Live Healthy, Live Well - <http://livehealthyosu.com/>

### **Other**

- CYFERnet (Children, Youth, Family Educational Resource Network) - <http://www.cyfernet.org/>
- MyMoney.gov - [www.mymoney.gov](http://www.mymoney.gov)
- National Collaborative on Childhood Obesity Research - <http://www.nccor.org/>

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**THE OHIO STATE UNIVERSITY**

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College of Education and Human Ecology  
College of Food, Agricultural, and  
Environmental Sciences

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