

The History of the Living Well Campaign

Jean Clarkson-Frisbie (KS), NEAFCS Past President, 1998

For years, NEAFCS members had been discussing the need for a coordinated public relations campaign for Extension Family and Consumer Sciences. When developing the 1999 JCEP regional meeting agendas we decided to focus on this as a discussion item. During those meetings, so much interest and enthusiasm was developed that the Board appointed an ad hoc committee to develop strategies for implementing a public relations plan. I was fortunate to serve as the chair of that committee. The membership was so committed that they added a line item to the budget for the first time in the 2000-2001 operating budget. I am proud that the roots of the Living Well campaign happened during my presidency.

Details and more history can be found in the [December 2008 Journal of Extension feature article](#). As you will see, several NEAFCS members collaborated to write this article that has been several years in the making. We are delighted to have it published so that all in the Extension System can hear about this cutting edge work. We have been pleased and proud of the use and growth of the Living Well Campaign.

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