



History of Living Well Month

Raising kids, Eating right, Spending smart



In October 2002, NEAFCS launched a public service campaign to raise consumer awareness of the valuable educational resources available through Extension Family & Consumer Sciences. The Living Well campaign materials distributed to each state at the NEAFCS Annual Session included a campaign guide, video PSAs and an External Marketing Award nomination form.

In September 2003 at *Galaxy II* in Salt Lake City, four Marketing Awards were given for states that had used the Living Well television PSAs in creative ways. Those awards went to Georgia, North Dakota, Pennsylvania, and Wisconsin.

Also at *Galaxy*, each state received a CD with several new promotional pieces. They included 2 magazine ads, 3 newspaper ads in 3 sizes, bus placards, a digital movie theater ad, and the Living Well logo in color and black and white. These materials - and members' creativity - have been used to market Living Well in many ways in the states.

NEAFCS targets January through March as the time period for television PSAs to be aired. Members are requested to ask their television stations to air the PSAs during the first three months of each year. Members are also encouraged to work with local radio stations to produce radio PSAs to be aired during that time.

On February 28, 2005 the US Senate passed a Senate resolution, recognizing Extension Living Well Week. Living Well Week was developed to encourage all Americans to improve their health and well-being by taking advantage of the educational opportunities offered by the local Extension Family and Consumer Sciences professionals through the state and national Cooperative Extension System. Through Living Well, families learn to raise kids, eat right, spend smart, and live well. For several years, Extension Living Well Week was celebrated the second full week of March each year.

In October 2009, the NEAFCS Board expanded the celebration to encompass the entire month of March, and is now officially known as Extension Living Well Month.

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)