

Response to the Challenge

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A family reunion such as this convention which we have shared has helped us to get better acquainted. We now see more clearly our differences; our common bonds or interest; our need for each other; our need to take our separate ways with the help of our two separate professional associations.

Our two professional groups claim the same ancestors and are still members of one family. We are dependent upon one another but growing farther and farther apart as family members do.

When children grow up and leave home it's a sad but proud time for the family and a frightening exciting time for the young people. As one of the older members of the family may I encourage each group to go its own way but at the same time to recognize and take pride in our common heritage. We need this family strength. If I refer to 'our' profession as home economics I make no apology. Some of you dietitians may not like to be called home economists but for the moment I ask you to bear with me while I use it as an umbrella to cover both groups.

Each one of you may look back in history to whatever date you like for the birth of our profession in Canada. I like to choose the date 1894 when the National Council of Women of Canada adopted a resolution in favor of introducing homemaking education into all Canadian schools. That resolution led first to the teaching of home economics in schools, then to the training of home economics teachers and the development of home economics curricula. Parallel to that development and starting almost as early is home economics education for adults. The first women's institute was organized in 1897. This group expressed the need for home economics extension work and led to the establishment of the degree programs and the home economics extension divisions all across Canada. The first home economics degree as you know was established by the University of Toronto in 1902 with the first graduates in 1906. The education of dietitians came a little later, about 1910 in Canada.

The forerunners of dietetic training were institution management courses at Macdonald Institute and Macdonald College. Annie Laird of Toronto, University established the pattern whereby a professional dietitian in Canada has a university degree. Toronto General Hospital cooperated in the introduction of the interne program.

Katharine Fisher is credited with contributing more than any other person to the employment of home economists in business. Her contribution toward linking home economics with the business world was made in the United States but her influence soon spread to Canada. Her appointment to Good Housekeeping Institute in New York was in 1924.

The history of professional education in home economics in Canada dates back then only about 75 years. For more than half of that time many of us 'older' members have taken part in the making of our history. We are proud of the progress we've, made but we are also realistic about our shortcomings. We know that the public image of the home economist and the dietitian is not good, some people would say our public image is downright awful!

Have you read any of Norman Ward's work? He is one of the winners of the Stephen Leacock award for humor. Why is it that Norman Ward, a well known member of the faculty at my university who respects me as a colleague, I believe, uses home economics as one of his sure fire topics for humor? Jokes about home economists are always good for a laugh.

In our short history as home economists and dietitians we have made many significant contributions. All around us during this past week we have been challenged to change! We are well aware that our professional education and services must change if we are to continue as a profession.

If we are to continue!

My response to this challenge of change is that we will not be permitted to continue as a profession if we are not needed.

I believe we are needed. But does your 'boss' believe it? Does the government believe it? Does your Board of Directors? Your Board of Trustees?

In answering the challenge!

First, may I speak to home economics faculty members? Is the professional education that we in home economics colleges are offering needed by society? Could it be given by some other school or college within the university? Each university makes its own decision on these matters. Though the university president looks at what other universities are doing he depends primarily upon his own institution to decide about future policy. What is your own college or school or department of home economics doing that will justify its continued existence?

May we congratulate our two largest home economics degree institutions on their plans -- the University of Guelph with its new program called Macdonald Institute of Family and Consumer Studies and the University of Manitoba which has just created the Faculty of Home Economics with its own Dean.

Home economics departments, colleges and schools at every university in Canada are struggling with change. You might be amazed at what is happening. As a member of Convocation of your alma mater are *you* keeping abreast of these happenings. What is happening and why? We need your support and understanding!

Now may I speak to dietitians? Are we going to continue to have dietitians in Canada? Of course we are! But some of you fear that your job will be taken over by a food supervisor when you leave. We dietitians know that the job of a dietitian can not be done by a food supervisor. But are you doing a dietitian's job and do your employers know what you do? Do your professional friends know? Dietitians, in years gone by, had to be 'trouble shooters' in the kitchen. Internes, 15 or 20 years ago, were often exploited as cheap kitchen help during their interne program. This is past history. Today the dietitian is a member of the medical team in the hospital. She may be doing research or teaching, and as an administrator she should be among the high-priced help. As an interne the dietitian is now paid a salary. Our Memorial Lecturer of last evening, Dr. Goldbloom, knows what a dietitian can contribute to the health team -- are you living up to his expectations?

Now may I speak to home economics school teachers? Curriculum changes in every subject have taken place in recent years. How have you fared? Have these revisions knocked all your props out from under you and taken away all your confidence? Or have they given you a challenge that is so exciting you are rather fearful of your responsibilities?

Home economics as taught in public and high schools has always been taught to help young people prepare for their adult life as family members. The school home economics job used to be mostly the development of skills in cooking and sewing, for that's what the educators thought girls needed. But that day is long past and we teach skills in management and human relations as well as in cooking and sewing. Any home economics teacher anywhere who devotes valuable class time to making cocoa deserves to be drummed out of the profession! Today preparation of young people for their adult life as family members is much more than the teaching of skills in cooking and sewing. We all give lip service to this belief! You who are really doing this job for young people are doing one of the-most significant jobs in the world! How to help young people to prepare for their adult life as family members is the most important educational job there is!

How are you helping young people to make the right decisions about extramarital sex relations?, How are you helping them to understand and accept the responsibilities of being family members? What are the responsibilities of mothers? of fathers? of children to their aging parents? The home economist should be dealing with these questions in the classroom but it's so much easier to teach how to construct a garment! Today consumer information must take precedence over skills of cooking and sewing. How to get the best nourishment for your money rather than how to make a successful meringue.

Teachers of home economics, we have a great deal of important educating to do -- the teaching of facts as well as the development of attitudes and skills. Don't let the other disciplines take over your job instead take them over. Put chemistry and physics and social studies into your teaching of clothing and food; put psychology and

sociology into your teaching of human relations; put economics, ethics and morals into your consumer education. We all know teachers who are doing this or have done it and we're proud of you'.

May I speak to you, the home economists in business?

What about your continued existence as home economists? Some of you have a job where home economists have served for many years and have proved their-worth to the company. Others have a job with a company which never had a home economist before.

.Have you created a position where the company values you as a person or do they value you as a home economist. The Betty Brights! Those who spent an afternoon in the Blue Flame Room yesterday appreciate some of the changes that the Heibs are intro-

May I congratulate the Heibs on the publication of the leaflet: The Strongest Link. In this leaflet you use the terms the 'Business Home Economist' and the 'Marketing Home Economist.' Sometimes it does a better Job to use a different title -whatever the title, Home Economists in Business have proved their worth -- you will continue to be needed and in greater numbers!

I have spoken to the faculty members, to the dietitians, to the teachers and to the Heibs. Will the rest of you apply the message to yourselves please? Will you ask yourself the question 'Am I doing a professional job?' and follow up with the question 'Is the professional job I'm doing dependent upon my professional education as a home economist or dietitian?' One of the home economists who served for two years with CUSO in Zambia assured me that her subject was the most relevant subject being taught in that school. She said that teaching basic concepts and skills of homemaking could help to ease the transition from village hut to urban electrified house. Is your contribution through home economics helping people to face the 'Revolution of Rising Expectation' all over the world which Dr. McClure spoke of?

My firm belief is that home economists and dietitians are needed more than they ever have been needed. I believe that the home economics profession and dietetic profession will continue because there are professional jobs which home economists and dietitians are uniquely capable of doing. But are we doing these jobs?

'The Challenge of Change,' which has been our Convention theme,-has alerted all of us.. 'A Challenge' is the sentry's cry of: 'Halt and give the countersign.' How will-we respond to this challenge to halt and give the countersign?

What are you going to do about this challenge?

What am I going to do?

First we must change our name!

We are already beginning to adopt a new name instead of home economics.

Already several universities in Canada and the United States have led the way by changing their name 'home economics.'. Some universities have never used it. In the profession we have dietitians, nutritionists, food scientists, home economists. In high schools we teach Consumer Economics, Family Life and other subjects as part of home economics.

I don't believe that any university has yet chosen a name that all of us can accept. Perhaps we will never all accept the same name for degree programs. Do we for our profession need a name common to all; a name which tells the world that we belong to the same profession? I believe we do but I believe that we are outgrowing the name Home Economics.

Accreditation for home economics is a new thought to many of us. The American Home Economics Association set up a committee to work on this professional question. Even before a change in name we are making other changes. We are, in universities, working on the question 'What are the core subjects required for membership in our unique profession?'

Core subjects for a home economist used to be foods and nutrition, clothing and textiles,, design and interior decoration, equipment, management and human relationships -- 9 areas. Cornell in its revised program called 'Human Ecology' says 3 subject matter areas of home economics make a core. Besides the core of home-economics the basic sciences, physical and social, have always been an important part of the program. Human relationships are included. Skills have in the past been stressed and we still need skills -- if somewhat different ones.

Today when setting up a new professional program one would first consider the purpose of the profession. May I remind you of the definition of home economics accepted by CHEA in 1964: 'Home economics is the area of study that correlates the humanities and the sciences concerned with food, clothing, shelter, and human relations and their effective application in the family, the community and the world.' The essential part of this definition is that part which says: 'correlates the humanities and the sciences concerned with food, clothing, shelter and human relations.'

Our professional service then is the application of disciplines other than home economics to the needs of people.

Coming back to the subject of changing our name! Are you serious about it? Are you working on it? Or have you been a hypocrite as I have been? For several years I have been saying 'Our name must be changed' and I've been doing nothing about it. This treatment of the subject is not good enough. We must all work on it and coin names or find names and fight for a change.

If we haven't a new name for our profession in Canada within five years I believe we will not have responded! Like Prime Minister Pearson and the Canadian flag we must attack the problem. Many of you will be in opposition. Mike Pearson had his John Diefenbaker! The solution won't please everyone but we must have a new name. I suggest that you begin by asking everyone you meet what name they would give to our profession. Some of the names they suggest might not be repeatable! . Some will deflate our ego, but out of it all we might get the right name. CHEA has agreed to consult a linguist for the suitable French name but I believe we have to do our own thinking for some time yet on the English name to use.

I asked the question of a man the other day and he suggested 'applied human economics.' That name has merit!

The deans and directors of home economics from Canadian universities several years ago suggested 'Human Ecology.' We were at once gunned down by colleagues in medicine and biology but what's wrong with 'Human Ecology' as a name? Cornell University has recently adopted it. The Cornell Faculty of Human Ecology has five main divisions: Consumer Economics and Housing Design and Environmental Analysis Human Development and Family Studies Human Nutrition and Food Education

Cornell, under the name Human Ecology, is educating dietitians and nutritionists, teachers, faculty members, extension workers, home economists in business, interior designers, family life specialists and child development specialists. The umbrella name 'Human Ecology' embraces all these fields that our founders foresaw as belonging to home economics.

Such a name could be substituted in our definition for home economics. It would even serve for one of our national professional associations CHEA, 'Canadian Human Ecology Association.' But keep in mind also the other suggestion that I put before you, 'Applied Human Economics.'

So much for our change of name.

What is the next important change we must make in response to the challenge of change? We must include within our ranks both men and women. How can we ever hope to serve families if we recruit to our profession only the female half of the population?

Thank goodness we already have several men among our members and our students. But until we change our name from 'home economist' few men will join our ranks. Once they are part of our profession they will help us make some of the most important changes that are needed! Women's Liberation implies much more than some people seem to realize! I think it means women and men working together in such places as Home Economics.

Dietitians have recognized the importance of having male dietitians. But we haven't yet solved the problem of how to recruit the men into our undergraduate programs.

Food science programs will certainly attract the men, but will they be happy with a B.S.H.Ec. degree? I think it needs to be a B.Sc.

What are you home economics teachers doing about boys in your classes in high schools? Every time you write or print anything about home economics programs, it should be for boys and girls, not for girls alone. Have the new school curricula been planned with boys in mind? Are these programs being introduced for mixed classes? If you as a home economics teacher are shuddering at the thought of having boys in your class may I suggest that the Challenge for Change is aimed right at you! You must respond to this challenge. -

We recognize of course that changes in schools are difficult to make! Timetables, school principals, mothers and fathers will resist the change toward teaching 'home economics' to boys. (You'll probably call it Consumer Education if you are smart!)

Again our name is a barrier, Instead of being the 'Home Ec.' teacher you may have to become the 'Consumer Education Teacher.' Don't use the name 'home' or 'family' in your title if you want boys in your class. I suggest 'Consumer Education.'

So much for our second change -men and women in our profession; boys and girls among our students.

Now for my suggestion for our third change. We need to believe that home economics has a fund of knowledge unique to our special profession. This fund of knowledge we have already mentioned. Alice Ravenhill, at the opening of the Household Science Building of Toronto University in 1913 summed up what is meant by this fund of knowledge.' Miss Ravenhill spoke of the knowledge required to understand and deal with the right conduct of human life in the home.' Use your choice of title: Human Ecology, Home Economics, Applied Human Economics or some other brand new name. This discipline correlates the humanities and sciences concerned with food, clothing, shelter and human relations. Did you get such a fund of knowledge in your undergraduate days?

For some of us those undergraduate days are so long ago we may forget. But some of you are brand new graduates- or still students. Do we look back with regret for how little we learned as undergraduates? Was that our fault or was it the fault of the course or the fault of the professors?

Most home economists are women. A desirable characteristic cultivated by women in-the past has been 'lady-like behavior' -- modestly about one's behavior, conservative dress! I like being a home economist! I like being a lady! But we can't afford to be modest, conservative and shy!

We home economists must adopt a more aggressive behavior than we have had in the past. We must be more positive in letting people know that we are home economists and what this means. It means knowledge about the sciences -- and though we may not know the exact answer to a specific consumer question on detergents or textiles or which stove to buy, we can surely dredge up out of professional knowledge some helpful information. Thank goodness it is within the power of every home economist now to be well dressed even if she cannot sew. And she can serve a good meal even if she's not a good cook. All she has to be is an informed consumer and a good manager -- and surely every home economist has these qualities.

To return to this our third 'change' -- we must be aware of the fund of knowledge unique to our profession -- and take positive action to acquire this knowledge and interpret this knowledge to others.

Don't overlook the opportunity to state that this fund of knowledge has grown unbelievably in recent years. There has been a knowledge explosion in home economics as there has been in other disciplines. That is one reason why a return to learning is necessary for older home economists and dietitians who want to return to professional employment. But for those new people entering the profession, few can afford to be generalists. We must be specialists!

There are so many changes needed that I must give up attempting to deal with each one in detail. The challenge has been delivered all week to each one of us. How will you respond?

Will it be by more activity in the professional organizations? Will you give a positive answer to the person who says, "What will I get for my \$25.00 membership in CHEA My \$40.00 membership in CDA?" We should not be thinking of 'getting our money's worth. We should be thinking of paying the debt we owe to those who have served the profession so faithfully, contributing their time and paying their own way.

Will you send subscriptions for the Journals to your professional friends who might benefit from reading them and who have not as yet realized what they are missing?

Will it be by taking another look at the way you as an individual spend your time? Are you wasting time on trivial things and not having enough time to do the things that are important? Women often do this! I firmly believe that it is a besetting sin for many home economists. Most of us love doing things around a house preparing food, sewing, making house into a home -- for us career women and men these may well be our hobbies and will give us untold pleasure, but may I urge you to pay someone to do the routine housekeeping and to clean up after you, so that you can enjoy yourself housekeeping without letting it take your time and robbing you of time for professional activities.

Our two professional groups are dedicated to giving professional services to homes and families. To be successful in our professional work I believe that we must attempt to practise what we preach. Individual dietitians and home economists are continually contributing to the public image of a dietitian or a home economist -- we cannot escape! Therefore each one of us must show by our behavior the new look for our profession. We must express our beliefs and put them into practice. As dietitians and home economists we must be tolerant of criticism but at the same time confident that both of these groups have the potential for professional recognition.

Our Convention has given to all of us a Challenge for Change. This is my response. I thank the program committee for selecting me for this job. It was a frightening challenge and perhaps I should have said 'no.' But I gained much from having had to put my thoughts into words. That is always the way of course -- the person who accepts the challenge is the one who gains the most. Thank you for listening to my thoughts.

It has been an exciting week! We have so many exciting things going for us!

- we are free from acting like conservative ladies!
- the dietitians even dared to put Prime Minister Trudeau as the leading idea in our display booth!
- Dr. Goldbloom ridiculed our Territorialism!
- Dr. James shocked us into action for better selection of marital partners!
- Mr. Findlay warned us that 'all sell is the quickest way to lose our audience -- so I'd better stop selling!

Let's not be too serious about ourselves -- can we enjoy being laughed at? If they joke about us we know they are conscious of us.

We've got a big job to do.

In our profession we need the brightest and best scholars from among our young people.

But once we're in the profession we are equipped to serve everyone -- and in particular let us not forget our training has prepared us to help the slow learner and the handicapped. The Invocation on the first day of our Convention asked for help to satisfy 'The Hunger in our Hearts' -- Surely this convention has answered that prayer.

You are all anxious to get back on the job! Canada, here we come!