

AN INNOVATIVE CONSUMER EDUCATION PROGRAM  
FOR YOUNG FAMILIES

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- SLIDE #1 Aloha from Hawaii.
- 2 Where life is leisure at Waikiki beach.
  - 3 And water falls from the pali cliffs to cool refreshing
  - 4 pools.
  - 5 And white foamy waves beat on a black sand beach.
  - 6 And colorful sails line the sands and fill the blue
  - 7 waters any day of the week.
  - 8 And where the whole world appears as green - white -  
and blue - all year round
  - 9 Life for those of us who live there, starts with sunrise  
over Diamond Head
  - 10 But it isn't all Rainbows!!
  - 11 Meet HAWAII
  - 12 The most vulnerable state in the Nation
  - 13 Every commodity coming to or leaving Hawaii travels by  
ship or air carrier - there is simply no other way to  
move goods.
  - 14 Moving people is even more limited - Hawaii no longer  
has any passenger service to and from the mainland by  
ship so that all people entering or leaving Hawaii have  
to travel by air. Why is this important for the consumer  
in Hawaii?
  - 15 It means that we import: 52% of our beef, 64% of our  
pork, 75% of our chicken and 100% of our lamb, mutton,  
and turkey.
  - 16 And all of our butter
  - 17 And 99% of our potatoes, 89% of our carrots, 58% of  
our lettuce, and 44% of our tomatoes.
  - 18 And 55 million pounds of rice
  - 19 And all of our cereals, baby food, soup, cheese, T.V.  
dinners, pet food, wine, liquor, cooking oil, salt  
and an endless list of other food supplies

- 20 And 80% of our clothing
- 21 And all of our cars, trucks, busses, airplanes, tires, batteries and parts
- 22 And all of our typewriters, T.V.'s, radios, refrigerators, computers, washing machines and cash registers
- 23 And all of our drugs and medical supplies
- 24 In other words if a thing can't be made out of lava, coral, air, water or semi-tropical plants, then the chances are good that Hawaii must import it or its components.
- 25 And since the beginning of 1968 we have had 584 days of shipping strikes or 1 year 7 months and 9 days out of a 5 year period.
- 26 This is the main reason we have the second highest cost of living of any state in the fifty.
- 27 This is one reason that we have the highest percentage of working women - almost 68 % of all women in Hawaii are gainfully employed. They have to work to help pay for the unreal cost of housing...
- 28 \$315 for this house only 8 blocks from the University of Hawaii
- 29 And \$425 for this house only a block farther away in beautiful middle class Manoa Valley.
- 30 But our main concern with housing is not - believe it or not - with these inflated prices but with availability. In January 1973 we had a .7 vacancy rate
- 31 And this is compounded by the flow of almost 50,000 people who moved to Hawaii from the mainland United States last year. And about half arrived with no employment in sight - hence our increasing and bursting welfare rolls. So in the spring of 1972 the Cooperative Extension Service, University of Hawaii, with special need funds from the Federal Extension Service embarked on a special consumer education project to provide relief from the pressures of
- 32 Shipping Strikes, High Cost of Living, Highest Percentage of Working Women, Housing Non-availability, Inflow of new comers
- 33 We were seeking to develop methods and material to reach people - particularly the 65% of our population that is our 25 years of age.
- 34 And we wanted a multi-media approach for reaching limited resource consumers.

- 35 So, on the island of Hawaii where phasing out of agricultural employment has multiplied the complications we conducted a pilot project. And we selected consumer credit as our first subject to "hard sell". Our "hard sell" campaign included
- 36 1. Credit - O - Grams: which were single - concept mini posters. There were used in laundromats, shopping centers, plantation offices, churches - generally in places where people had a few minutes to wait.
  - 37 2. Newspaper articles: a series of 16 single concept articles that appeared weekly in the Hawaiian Tribune-Herald.
  - 38 3. Newspaper Drop - Ins: That were aimed at the persons with limited reading levels. These were used in local press, community and plantation papers.
  - 39 4. Radio Spots: 16-30 second spots that contained the same 16 basic concepts were aired on 5 local radio stations
  - 40 5. Television Spots: 32 sixty-second were aired on three commercial stations and the educational station
  - 41 6. Consumer credit Resource teaching kit: a ten unit kit for high school teachers was also shared with community leaders and community college teachers.
  - 42 7. Uni viewer: A new audio-video display device was designed and used at special events, fairs and in shopping centers.
  - 43 8. Calendar Cards: distributed in connection with Uni viewer.
  - 44 9. Code-A-Phone: All of the above referred a customer to our Coda-A-Phone
  - 45 recorded message where people could hear a message and ask further questions which then were answered by a return phone call.
  - 46 10. Special one-to-one teaching materials for program assistants and families in the Expanded Nutrition Program. So what were the results of our multi media educational campaign?
    - 47 A. More than 12,000 calls were recorded on the Coda-A-Phone in a 6 month period.
    - 48 B. 7,000 requested additional information

- 49 C. Almost 1,500 high school students were reached,  
72% of which were from low income families
- 50 D. The Department of Education is paying to reproduce  
the teachers kits for all consumer education and  
home economics teachers in the state. But our  
evaluation is not final. Again difficulties are  
halting our educational programs:
- 51 .....A 3 month mail back log prevented materials from  
arriving from the mainland
- 52 .....And a teacher's strike has closed our school and  
our whole final evaluation is locked up and may not be  
finished at all.
- 53 But none of this dampens our aloha spirit -  
We still feel we are back to live where the moon shines  
on a sight like this.