

## Press Release

**2<sup>1st</sup> March 2015**

**World Home Economics Day 2015**

**"Home Economics Literacy: Skills for families and consumers"**

The International Federation for Home Economics (IFHE), World Home Economics Day (WHED) is acknowledged on March 21<sup>st</sup> each year. It aims to promote the IFHE and the Home Economics profession.

Celebrating WHED 2015 provides an annual opportunity, to communicate the importance of Home Economics Literacy, in promoting family and consumer wellbeing, throughout the world. The essential life skills offered by Home Economics education is transformative.

Home Economics Literacy is the multidisciplinary expression of several literacies such as food literacy, health literacy, financial literacy, consumer literacy and environmental literacy.

There is a strong relationship between Home Economics Literacy and the United Nations' Sustainability Development Goals (SDGs). The SDGs build upon the Millennium Development Goals (MDGs) and converge with the post-2015 development agenda. They recognise the relevance of education for girls and women, according to local contexts and attainment of specific, regional and local goals. Education has a significant role to play in:

- Poverty eradication
- Promoting sustainable patterns of consumption and production
- Protecting and managing the natural resource base of the earth.

This year, WHED will promote, "Sharing food: making healthy and sustainable choices", activities via social media.

Sharing food by Growing, Giving or among Groups is a universal experience. It includes actions such as, growing and preparing food produce; giving food produce; and preparing family or community meals.

How can individuals, families and communities participate in WHED 2015?

- Take action to share food and make healthy and sustainable choices.
- [Register your participation now](#)
- Share your story via Twitter: @IFHE\_Home\_Ec #WHED2015 #sharingfood
- Celebrate WHED 2015 with colleagues at the joint IFHE, University of Malta and European Association of Home Economics International conference in Valetta, Malta 19<sup>th</sup> – 21<sup>st</sup> March.  
<http://www.um.edu.mt/events/ifhe2015>