

- HES Pride Points -

Pride in our Faculty

Gustavo Carlo, Human Development and Family Science, will receive the 2015 book award from the American Educational Research Association (AERA) Moral Development and Education Special Interest Group for Prosocial Development. He was also selected for Fellow status in the Association for Psychological Science (APS).

Three Human Development and Family Science faculty members were honored at a reception in March 2015 for MU Top Faculty Achievers, hosted by Chancellor Bowen Loftin. Millsap Professor of Diversity in HDFS, **Gustavo Carlo**, was honored for being elected to Fellow status in both the American Psychological Association and the American Psychological Society in 2014. Assistant professors **Sarah Killoren** and **Antoinette Landor** were honored for receiving grants from the National Science Foundation.

Newton D'souza, Architectural Studies, was selected by MU to represent the campus at the International Conference on College Teaching and Learning in Jacksonville Florida. He received the 2014 Ernest L. Boyer International Award for Excellence in Teaching, Learning, and Technology and the 2014 Innovative Excellence in Teaching, Learning, and Technology Award.

Mike Goldschmidt, Architectural Studies, was appointed as director of the Healthy Homes Partnership (HHP), which is funded by the USDA. His role will be to coordinate healthy homes curriculum and training nationwide and coordinate states receiving federal grants for outreach, education, and research.

Jill Kanaley, Nutrition and Exercise Physiology, has been named a Jefferson Science Fellow (JSF) by the US Department of State. The JSF program is overseen by the Office of the Science and Technology Adviser to the Secretary of State, with administrative support of the National Academies. Jefferson Science Fellows serve for one year at the U.S. Department of State or USAID as science and technology advisors on foreign policy issues. The role of the JSF is both to advise and educate. She is the first Mizzou faculty member to ever receive this distinction.

Heather Leidy, Nutrition and Exercise Physiology, won the 2015 Mead Johnson Nutrition Award for her outstanding nutrition research.

TEXTILE & APPAREL MANAGEMENT

Mending the Clothing Care Gap

TAM Study Shows Generation Gap



THE WEB IS AWASH in basic clothing care advice.

One site offers step-by-step instructions for sewing buttons on a coat, while another informs readers that hanging up their clothes at night will help them last longer and look nicer. Pinterest pages chime in with suggestions on topics ranging from knee patches to stain removal.

All this might seem obvious to baby boomers whose high school days included home economics

classes; but it's much less apparent to millennials, whose curriculum often lacked such classes, according to a recent study conducted by MU's Pamela Norum, an HES Department of Textile and Apparel Management

professor. Social media might help fill the gap, Norum believes.

"Younger people don't seem to be learning the kinds of sustainable clothing skills that could be helpful to them," Norum says. "Capturing their attention through the social media outlets might be one way to attract their interest in learning those skills."

Norum's study, published in December 2013 in the *Family and Consumer Sciences Research Journal*, reports the results of her 2012 survey of more than 500 women from throughout the country. She found that baby boomer women possess considerably more clothing care skills—including sewing, hemming, replacing buttons and laundering knowledge—than do women from the millennial generation. Norum's study concludes that such

consumer clothing skills are directly connected to more sustainable clothing practices—that is, reducing the amount of textiles buried in landfills.

Textile waste sent to municipal landfills weighed in at about 14.3 million tons in 2012, the latest available Environmental Protection Agency (EPA) figures show. That's 5.7 percent of the total amount of municipal solid waste, the EPA says. Clothing care skills cannot only

help keep textiles out of landfills by extending garment lives, but also improve sustainability by reducing the energy required to create raw materials and manufacture, transport and sell new clothing, says Chris Whitley, an EPA Region 7 spokesman.

"How much energy is saved through all that, if instead you repair a sweater that has a hole in it?" Whitley points out.

Norum suggests boosting education on these connections between clothing consumption and sustainability as well as on clothing maintenance practices. Budget and other constraints may prevent schools from adding clothing care instruction to their curriculum, but that instruction also may occur in venues beyond the school environment, she says. Norum points to fashion blogs, YouTube how-to videos or other Web sites that already have taken up the clothing care education task.

"There are some people out there who are doing these things, and sharing them on social media," she says.

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- Pam Norum*
