



Deutsche Gesellschaft  
für Hauswirtschaft e.V.



**IFHE**  
INTERNATIONAL FEDERATION  
FOR HOME ECONOMICS

## PRESS RELEASE

World Home Economics Day 2022

### Competition: "Building Resilient Homes & Families"

The winners of the competition organised by the German Section of the International Federation for Home Economics (IFHE) for this year's World Home Economics Day have been announced: first prize goes to the association "Frauen in Arbeit e. V.", based in Recklinghausen, and second prize to 23-year-old Jannah Rohlfing, who is doing vocational training to become a home economist. The association "Frauen in Arbeit e. V." runs a professional service company in the Recklinghausen district which specialises in care and domestic help. The association creates jobs which are part of the formal labour market, enabling unemployed men and women to earn formal qualifications in the field of care of the elderly and providing respite for households and families through the support services it offers. "The jury was impressed by the comprehensive approach of the concept. „Frauen in Arbeit“ improves quality of life for households and families, and offers opportunities through personal and household services and home economics education - thereby strengthening resilience," says Beatrix Flatt, Chair of the German Section of IFHE.

Jannah Rohlfing, the second prize winner, is doing vocational training as a home economist at "Haus Hog'n Dor" in Norderstedt. The 23-year-old has developed teaching materials for pupils in the 8th and 9th grades for World Home Economics Day, in line with this year's motto "**Building Resilient Homes & Families**". Jannah has developed drama scenarios representing typical family life to showcase what strengthens families. The jury praised the commitment and creative approach of the budding home economist in drawing attention to the topic.

The two winners each receive free tickets to the German Home Economics Congress in Hanover in May 2022 including access to the conference party during the event. They will thus have the opportunity to expand their networks, meet experts in their field and help shape the future of home economics.

The jury members awarded prizes to four other outstanding projects: debt counselling by the AWO in Göttingen; basic education in home economics for mentally ill people at St. Josefshaus of the Caritas Association Bruchsal; the lecture series "Financial Literacy" by Helmut Peters and Jacob Risse; and the Nutrition and Consumer Education Department of the European University Flensburg for its educational approach for vulnerable groups. The

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award winners will be offered the opportunity to give a short presentation on their work on the social media channels of the German Association for Home Economics (Deutsche Gesellschaft für Hauswirtschaft e.V.) and the International Federation for Home Economics (IFHE) as well as receiving a book package from the publishing house Neuer Merkur.

The competition was organised by the German section of IFHE in line with this year's -World Home Economics Day motto "**Building Resilient Homes & Families**". The aim was to find examples of good practice that illustrate how home economics skills strengthen the resilience of families and households so that they can better cope with crises. Through the competition, the IFHE is able to draw attention to the importance of home economics in coping with everyday life thus improving quality of life for all. It also aims to raise awareness of the diverse work of the home economics sector. Further information at <https://www.dghev.de/was-wir-leisten/deutsche-sektion-der-international-federation-for-home-economics/welthauswirtschaftstag-2022>

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*World Home Economics Day (WHED) was initiated as a public relations event in 1982, and since then each 21 March highlights a home economics theme we feel deserves public attention. The 2022 focus is "Building resilient homes and families".*

*The International Federation for Home Economics is the only worldwide organisation concerned with Home Economics and Consumer Studies. The non-governmental organisation holds consultative status with the UN. It was founded in 1908 to serve as a platform for international exchange within the field of Home Economics.*

*The results of the competition:*

*<https://www.dghev.de/was-wir-leisten/deutsche-sektion-der-international-federation-for-home-economics/welthauswirtschaftstag-2022>*

*Statement submitted by IFHE:*

*<https://relaunch-2021.ifhe.org/united-nations/our-interventions/food-and-nutrition-education>*