Idea Sheet

4-H FASHIONS ON PARADE

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SITUATION:

The Outagamie County 4-H clothing committee identified a need to change the 4-H clothing project training. Attendance at past project training was low and new clothing project leaders were not attending meetings. The committee wanted to give recognition to the clothing members without involving competition similar to the fair and Clothing Revue. Ideas and suggestions from committee members were combined into "4-H Fashions on Parade."

OBJECTIVES:

The clothing committee set the following objectives for "4-H Fashions on Parade:"

- to provide project training in the clothing area
- to involve adult and teen leaders as resource persons in the project training
- to recognize members for their efforts in the clothing project
- to promote the county 4-H program

METHOD:

The clothing committee's plan for "4-H Fashions on Parade" was to have a fashion show with sewing hints presented throughout the show. Facility arrangements were made with a local fabric store for which clothing members were sewing displays. Publicity included posters made by members, news releases, radio spots, 4-H newsletter, and the fabric store's ads.
Through the 4-H newsletter, clothing members were informed of the activity. On a volunteer basis members modeled garments they had constructed. Junior leaders narrated the fashion show from description cards that members brought along that day.

The project training consisted of sewing hints given by resource persons. Clothing leaders, junior leaders, the clothing resource leader, store personnel and the 4-H Youth Agent served as resource persons and presented the sewing hints during the fashion show. The sewing hints were short demonstrations on new techniques, equipment, and fashion ideas. Some examples of the sewing hints given were fashions for spring, interesting gadgets, stitch witchery, scarves, and cowl necklines. Following the activity, the audience of 4-H members, leaders, parents, and general public were able to ask members and resource persons questions.

RESULTS:

The first "4-H Fashions on Parade" had 32 members modeling and an audience of 150. Six sewing hints were given by clothing leaders, the clothing resource leader, store personnel, and the 4-H Youth Agent. The evaluation was based on comments from members, leaders, parents, and the general public. "An enjoyable activity," "it was fun," "like the new ideas," "continue the practical suggestions," and "do it again," were comments the clothing committee and 4-H Youth Agent heard. Newspaper coverage on "4-H Fashions on Parade" included a one page layout in the women's section.

After the success of the first "4-H Fashions on Parade" the clothing committee decided to continue the activity the following year. Members and audience increased to 38 and 200 respectively. Members' interest in the activity was evident in 43% participating for the second time. Junior leaders also took part in the project training by presenting sewing hints.

IMPLICATIONS:

Project training can only be important if it reaches the leaders. Realizing that project training need not be meetings, committees can develop other means that appeal to the leaders. Committee members can assume responsibilities and leadership for developing, organizing, and evaluating an activity of leadership training.

Members can be given an opportunity to be recognized for their project work without receiving an award. Personal satisfaction rather than awards can be stressed. Members also have the incentive to begin their project work earlier as "4-H Fashions on Parade" can be held in January or February.

The county 4-H committees can identify the need for 4-H publicity and assist in it. Although the clothing project is only one component of the county 4-H program, it is a way the clothing committee could promote the entire county 4-H program to the general public.