PNC Grow Up Great is a $350 million, multi-year initiative begun in 2004 to prepare children from birth to age five for success in school and life.

Sesame Workshop uses the educational power of media to help all children reach their highest potential.
Research indicates:

• Young adults display lower financial literacy knowledge than older generations

• There are opportunities to engage young children in financial education in ways that integrate the whole family

• Limited bilingual (English/Spanish) resources supporting everyday moments and financial education for young children
WHAT DID OUR FORMATIVE RESEARCH REVEAL?

Parents
• Felt extremely uncertain of their own financial education knowledge
• Limited communication between caregivers on financial responsibility
• Did not understand how to incorporate money concepts with young children

Grandparents
• Felt their own children needed financial education even more than their grandchildren
• Expressed guilt in not doing a better job

Early childhood educators
• Felt extremely uncomfortable about financial education in a classroom
• Could not consider ways to integrate into themes or daily classroom routines
• Unaware of how to communicate financial education activities to families
Choices: Everyday choices link to financial choices

- Selecting between what shoes to wear in the morning – blue or brown?
- Selecting between an expensive toy versus a less expensive one
- There are needs and wants – *needs* can be food or shelter while *wants* can be fun activities or an expensive toy

Value: Develop a better understanding of the value of people and things

- Value of a favorite stuffed animal
- Things that are bought have a value (cost)
- People are valued for contributing to their family and community

Spending, saving, and sharing

- Three jar concept
Free bilingual resources available at
sesamestreet.org/save and pncgrowupgreat.com
Facilitating Integration into a Variety of Settings

Integrated within:
- Community events
- Early childhood programs
- Libraries
- Play groups
- Parenting workshops
- Other activities

Utilized the PNC Grow Up Great volunteer network

- Choices during everyday activities
- People in the community (value)
- Spending (visit to the grocery store), sharing (sharing items in class), saving (a classroom saving jar)
- Family Newsletters
IMPACT RESEARCH OUTCOMES

Families:
• Significantly reduced stress on introducing financial education as a family activity
• Increased strategies to introduce and use the basics of financial education with their children
• Repeatedly used resources
• Increased the family members’ own focus on financial awareness and practices

Educators:
• Significant increase in willingness and understanding of how to introduce financial education
• Integrated Sesame Street financial education content into classroom activities
• Increased educator’s own financial awareness and practices
• Desire for technical assistance

Thank you!