



for me for you for later

FIRST STEPS TO SPENDING,
SHARING, AND SAVING™

Financial Literacy and Education Commission Public Meeting

*Starting Early for Financial
Success – Reach and Practice*

May 14, 2013 | Washington, DC

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



**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.**



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



THE INITIATIVE AND RESOURCES ACROSS MEDIA PLATFORMS



Parent/Caregiver Guide



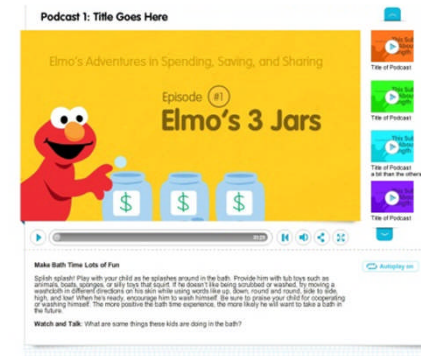
Children's Activity Book



3 Jar Labels



DVD



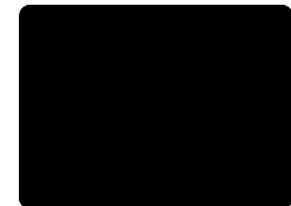
Audio Podcast



Online Game

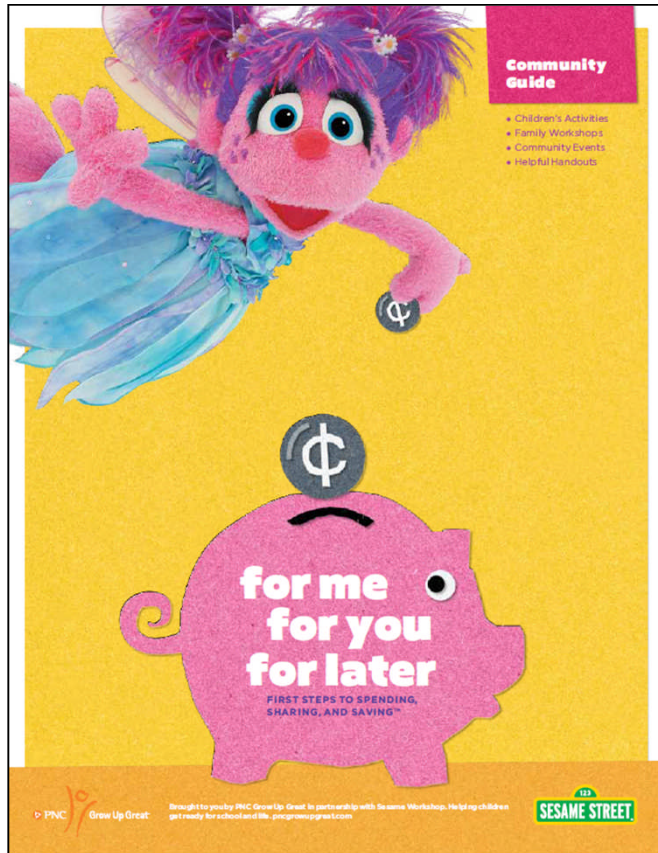


Utility App



Free bilingual resources available at
sesamestreet.org/save and pncgrowupgreat.com

FACILITATING INTEGRATION INTO A VARIETY OF SETTINGS

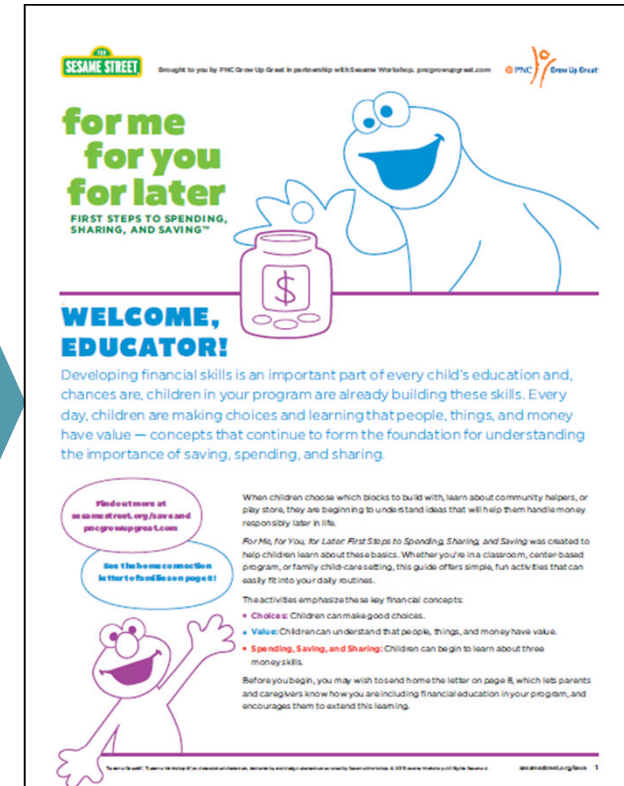


- Children's Activities
- Family Workshops
- Community Events

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!

