

# CFPB and FDIC Partnership

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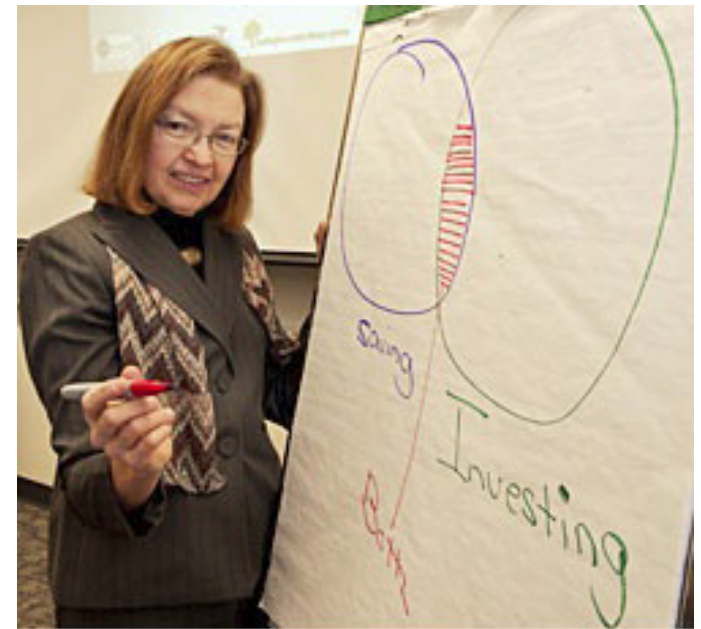


Consumer Financial  
Protection Bureau

# About the collaboration

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- Why we're working together
  - Build financial capability among America's youth
- How we'll do it
  - Encourage parents and caregivers to have conversations and do activities with their kids
  - Give financial educators practical tools, tips, and resources they can use to feel prepared and confident
  - Provide hands-on learning opportunities through community partnerships



# Coming soon! New Money Smart programs

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- Existing Money Smart programs have shown success
- FDIC will revamp Money Smart
  - Suitable for children and youth, ages 3 to 20
  - Aligned with state standards
- FDIC will create new Money Smart programs for parents and caregivers
  - Can be used as an accompaniment to the children and youth programs
  - Can be used on a standalone basis
  - Expected completion date: January 2015



# For parents and caregivers: Awareness campaign

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- Starts with listening, to find out what parents are currently doing, what's working, and what's not
- Continues with a detailed strategy to promote existing resources for parents, repurpose existing content, and develop new materials as needed
- Delivered via outreach to national organizations working with parents, as well as via mass media
  - 12 national parent organizations are confirmed to participate in the campaign (as of April 2014)



# For teachers: Online resource center

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- Starts with listening, to find out what resources are currently working for teachers and what gaps exist
- Continues with a new online resource center, proposed to contain tips and tools to build confidence in the classroom
- Delivered via outreach to national organizations for teachers, principals, and administrators
  - 19 organizations identified (as of April 2014)

