



## **National Consumer Protection Week: 10 Ways to Promote Financial Literacy**

Every day, consumers conduct some type of financial transaction that requires an educated decision: shopping for a mortgage or auto loan; understanding and reconciling credit card statements and telephone bills; picking a gym; choosing a retirement plan; comparing health insurance policies; understanding their credit report and how it affects their ability to get credit and at what terms; or deciding whether to pay for a purchase by cash, or credit or debit card.

**Financial Literacy: Earning a Lifetime of Dividends** – the theme of this year's National Consumer Protection Week – has broad appeal. Whether the people in your community are concerned about picking the safest place to park their investment dollars or choosing a cost-effective plan for their phone service, there are a myriad of ways you can help them enhance their level of financial literacy. At the same time, you can raise the profile of your office and the services you offer to your community without busting your own budget. For example:

1. Order consumer information from the Federal Trade Commission at [www.ftc.gov/bcp/online/pubs/bulkordr.htm](http://www.ftc.gov/bcp/online/pubs/bulkordr.htm). It's free. Or download information from other NCPW partner organizations, and print them with your name on them. Information from the federal government has no copyright.
2. Ask organizations and businesses in your community to post a link to [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw) on their Web site.
3. Ask your local library to display the NCPW poster and distribute related information. Let the library staff know that the information is available at [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw).

4. Make financial literacy a topic for your Speakers Bureau. Topics can range from doing comparison shopping for a home loan to explaining credit scores and how they affect someone's ability to get credit and at what terms. To get things going, consider a game show theme using the NCPW financial literacy quiz. You can find it on the NCPW site under Outreach Toolkit.
5. Send information and or flyers to places in your community that attract people: malls, fitness centers, grocery stores, places of worship, senior centers, community organizations, hospital waiting rooms, and video and DVD rental stores. Ask them to promote NCPW, the importance of financial literacy and the availability of useful, free information through newsletters or other creative ways.
6. Send publications to local community colleges and adult education programs, and ask that they be forwarded to instructors who teach classes related to personal finance and life skills.
7. Plan a special promotional or media event to launch your own financial literacy campaign. Enlist the help of a popular local media personality to promote the campaign. Consider an activity that focuses on comparison shopping to get your audience involved.
8. Host a Brown Bag breakfast or lunch meeting on some aspect of financial literacy for reporters who cover business, personal finance, lifestyle, and consumer affairs for local media. Don't leave out any high school or college journalists in your community.
9. Work with local groups of non-native English speakers to translate information into other languages. Seek their help in getting articles on financial literacy and related life skills in foreign language newspapers or putting messages with community resources in local directories.
10. Don't neglect friends and family, office mates, your professional network, and your special interest groups. When it comes to financial literacy, assume that everyone has something new to learn.

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