

Youth Financial Management, Literacy, and Physical Activity with StoryWalk®

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StoryWalk® Project: Required Statement



The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Kellogg-Hubbard Library. Storywalk® is a registered service mark owned by Ms. Ferguson.

Source: Kellogg- Hubbard Library
<http://www.kellogghubbard.org/storywalk>

StoryWalk® Project: History & Purpose

FOUNDER: ANNE FERGUSON, CHRONIC DISEASE PREVENTION SPECIALIST

About the Project

- Create something different, fun, and interesting
- Create something where the parents had to be as active as the children
- Books with minimal text that would appeal to all ages
- Could fit into families' busy schedules
- Free so financial limits would not interfere with people enjoying it

Fun and educational family activity to communities promoting:

- Early literacy
- Physical activity
- Family together time
- Time outdoors in nature

Source: Kellogg- Hubbard Library

<http://www.kellogghubbard.org/storywalk>

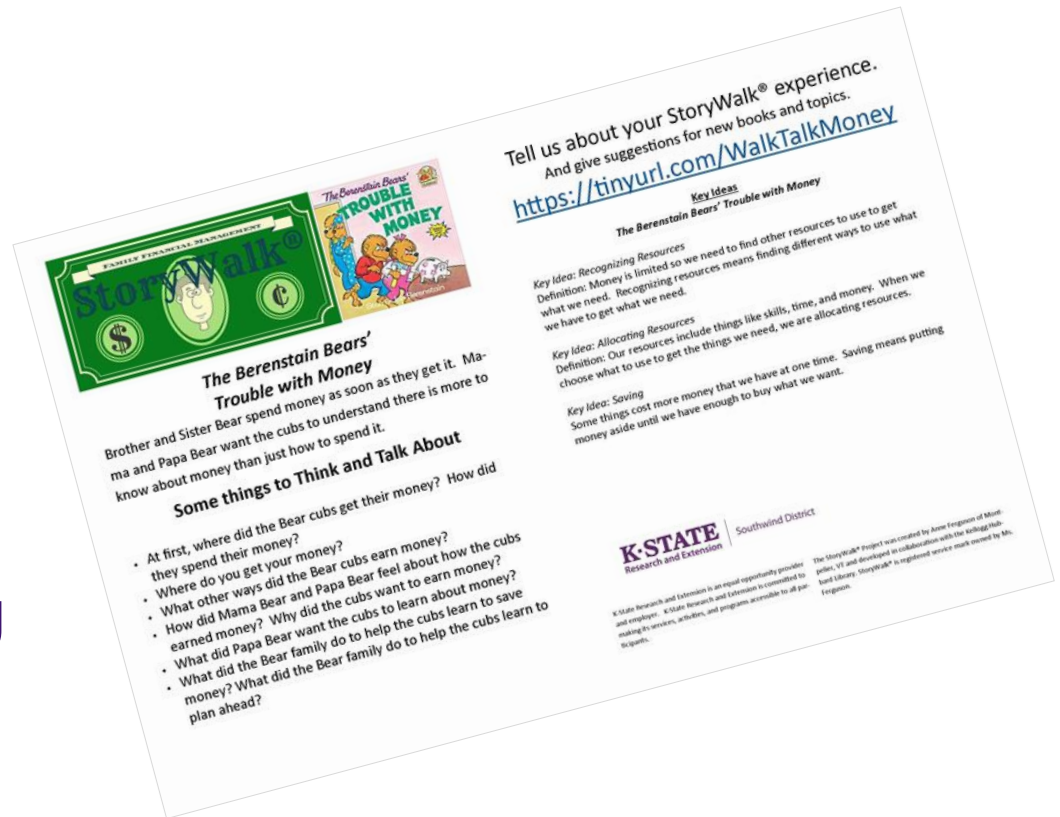
Family Financial StoryWalk®: Our Goals



- Help parents talk with their children about money through reading books and one-on-one discussions using conversation starters
- Statewide activity during Money Smart Week the month of April
- Fits with Walk Kansas health initiative program

Family Financial StoryWalk®

- Identified 5 books
- Obtained funding
- Developed discussion guides
- Developed evaluation
- Assembled 25 sets
- Statewide activity during Money Smart Week



Family Financial StoryWalk®: Sources

MyMoney Five – Building Blocks for Managing and Growing Your Money

- Earning
- Saving & Investing
- Spending
- Borrowing
- Protecting against risk



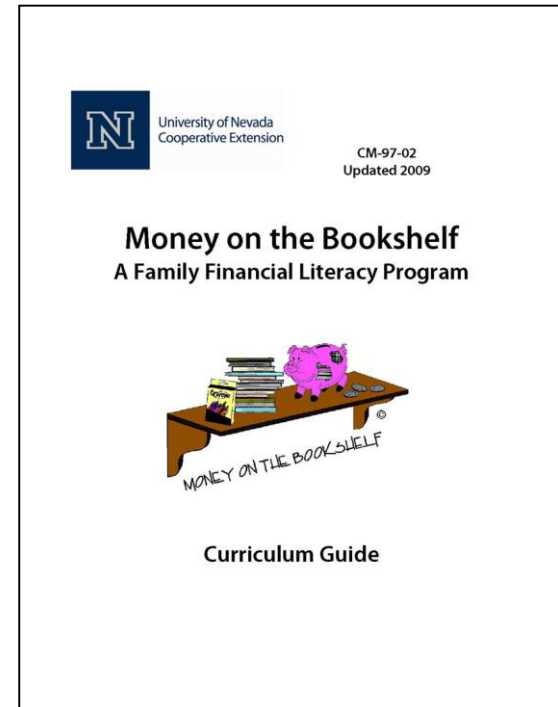
Source: My Money Five
mymoney.gov

<https://www.mymoney.gov/mymoneyfive/Pages/mymoneyfive.aspx>

Family Financial StoryWalk®: Sources

Money on the Book Shelf

- Goal setting
- Decision making
- Planning
- Saving



Source: Money on the Bookshelf

University of Nevada Cooperative Extension

<http://www.unce.unr.edu/publications/files/cy/other/cm9702.pdf>

Family Financial StoryWalk®: Sources

Money as You Grow Club

Key Ideas:

- Patience, wants verse needs
- Making decisions, problem-solving
- Setting goals, planning, prioritizing
- Spending, saving, earning
- Sharing, borrowing



Consumer Financial
Protection Bureau

Source: Money as You Grow Club

Consumer Financial Protection Bureau

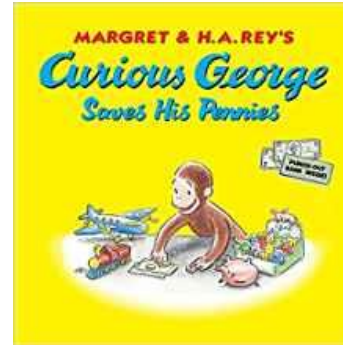
<http://www.unce.unr.edu/publications/files/cy/other/cm9702.pdf>

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Family Financial StoryWalk® Books

Curious George Saves His Pennies

- Making decisions, sharing & borrowing



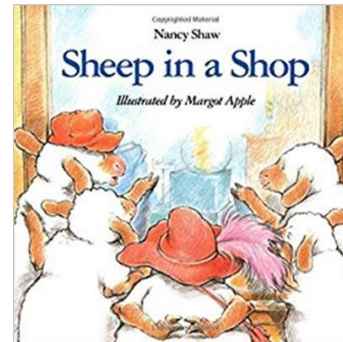
Those Shoes

- Prioritizing, sharing and borrowing



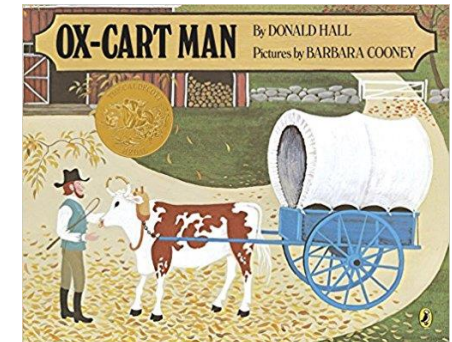
Sheep in a Shop

- Making decisions, solving problems



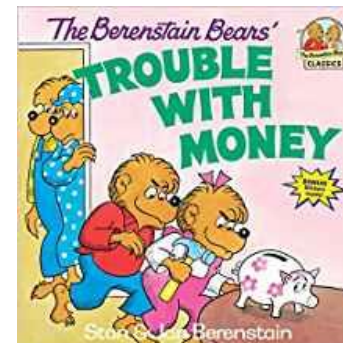
Ox Cart Man

- Earning, setting goals



Berenstain Bears' Trouble with Money

- Making decisions, spending



Family Financial StoryWalk® Funding

Internal Funding

- ESP Alpha Rho Chapter Extension Endowment Fund – \$500
- Katey Walker Extension Excellence Fund – \$300
- Gift Cards – \$45
- FRM PFT Funds – \$1500

Local Funding/Grants

- Frontier Farm Credit
- Hospital/Community Foundations
- Banks
- Walmart

Family Financial StoryWalk® Supplies

Book

- 2 copies of each title

Industrial Velcro

- \$20/15 feet

Glue Sticks

Poster Board

Heavy Lamination

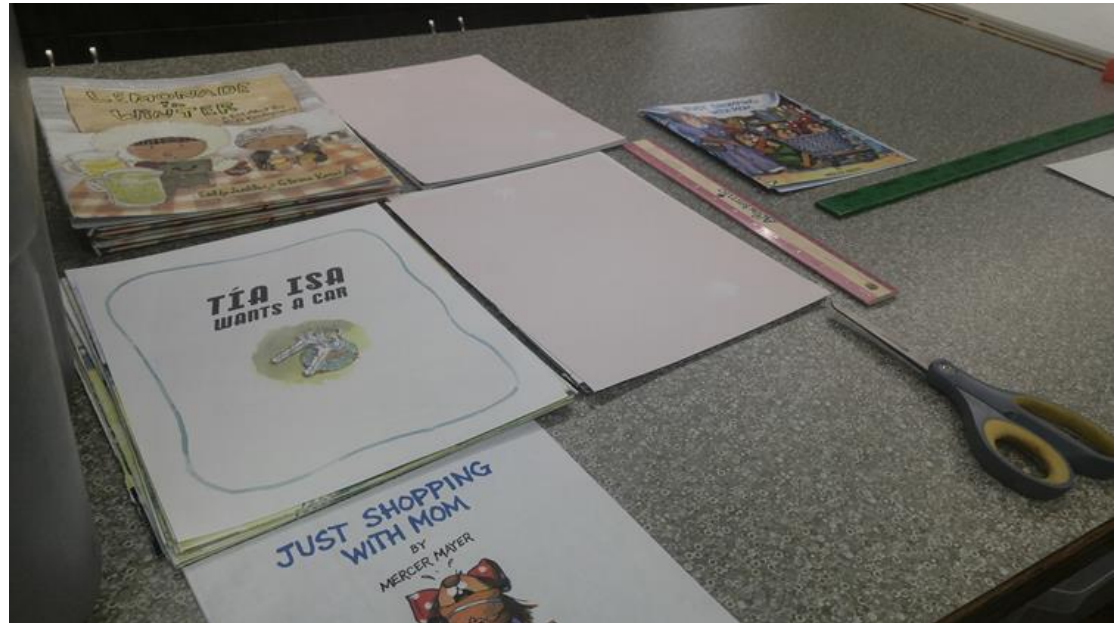
- \$1.25/page

Corrugated Boards

- \$1.49/24"x18" page

Yard Stands

- \$1.00/stake

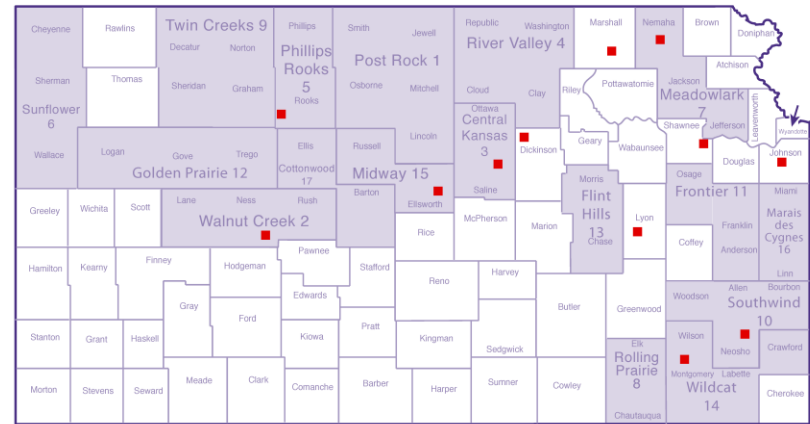


Money Smart Week 2018

**MONEY
SMART
WEEK®**



KSRE Program Focus of Extension Agents



■ Family Resource Management

Money Smart Week 2018



STORYWALK® IN YOUR COMMUNITY

- 1) All usage of the StoryWalk® mark must comply with these guidelines, and must be limited to use in connection with educational, noncommercial projects consistent with the StoryWalk® Project mission to promote literacy.
- 2) Please use the StoryWalk® trademark and include the following statement in all promotion of the project:
“The StoryWalk® Project was created by Anne Ferguson of Montpelier, VT and developed in collaboration with the Kellogg-Hubbard Library. Storywalk® is a registered service mark owned by Ms. Ferguson.”

- 3) Frequently asked questions:
<http://www.kellogghubbard.org/storywalk>



Join Us for the
StoryWalk® Kick Off

June 16th

Stop By Between 10:30 A.M. to 12:30 P.M.
At the Corner of Main & 1st - Across from Lincoln Library

You are invited to walk around the block reading signs with
the pages of the book Handa's Surprise by Eileen Browne.
A snack will be provided for all participants.

This book will be on display for 1 Month.

The StoryWalk® Project was created by Anne Ferguson of Montpelier, Vermont, and developed in
collaboration with the Vermont Bicycle & Pedestrian Coalition and the Kellogg-Hubbard Library.

StoryWalk® in Your Community

Partners, Partners, Partners

- One Time Events
- One Week
- One Month
- Walking Trail/Park
- Downtown/ City Block/Courthouse Square
- School Fun Night
- Farmer's Market
- Library/ Summer Reading Program
- Walk Kansas



Family Financial StoryWalk® Resources

Instructions for creating

Discussion guides

Evaluation questions

- How much did this StoryWalk® help you talk with your child about money? (A great deal...Not at all)
- Will you read with your child in the future? (Yes | No)
- Will you exercise with your child in the future? (Yes | No)

Other Resources

Kellogg-Hubbard Library

<http://www.kellogghubbard.org/storywalk>

My Money Five

<https://www.mymoney.gov/mymoneyfive/Pages/mymoneyfive.aspx>

Money on the Bookshelf

University of Nevada Cooperative Extension

<http://www.unce.unr.edu/publications/files/cy/other/cm9702.pdf>

Money as You Grow Book Club

Consumer Financial Protection Bureau

<https://www.consumerfinance.gov/consumer-tools/money-as-you-grow/book-club>

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