



# 4-H CONSUMER ECONOMICS PROJECT



## 4-H THRIVE

Help youth:

### Light Their Spark

A spark is something youth are passionate about; it really fires them up and gives them joy and energy. Help youth find how this project excites them.

### Flex Their Brain

The brain grows stronger when we try new things and master new skills. Encourage youth effort and persistence to help them reach higher levels of success.

### Reach Their Goals

Help youth use the GPS system to achieve their goals.

- Goal Selection:** Choose one meaningful, realistic and demanding goal.
- Pursue Strategies:** Create a step-by-step plan to make daily choices that support your goal.
- Shift Gears:** Change strategies if you're having difficulties reaching your goal. Seek help from others. What are youth going to do when things get in their way?

### Reflect

Ask project members how they can use their passion for this project to be more confident, competent and caring. Discuss ways they can use their skills to make a contribution in the community, improve their character or establish connections.

In this project, youth learn about consumer economics by partnering with adults to discover how to properly use money to get the things they want. Youth can participate in a variety of 4-H consumer economics projects including money management, purchasing, media awareness, budgeting and more.

- Identify needs and wants, and how youth spend money on each.
- Make informed consumer decisions to reach goals and solve problems.
- Learn how media and marketing impact youth decision making.
- Know your rights as a consumer.

<b>Starting Out</b> <i>Beginner</i>	<b>Learning More</b> <i>Intermediate</i>	<b>Exploring Depth</b> <i>Advanced</i>
<ul style="list-style-type: none"> <li>• Set a budget, make a list and go shopping.</li> <li>• Compare and contrast "needs" and "wants."</li> <li>• Compare the cost of generic and name-brand products.</li> <li>• Develop a savings plan to buy an expensive item.</li> <li>• Compare the price of similar pieces of clothing (jeans for example) at a variety of places.</li> <li>• Use a paper ad to determine the value of products based on size and price.</li> </ul>	<ul style="list-style-type: none"> <li>• Set goals to spend money wisely.</li> <li>• Compare TV, radio and print ads.</li> <li>• Create a budget that features a plan for saving, spending and giving.</li> <li>• Compare return policies of different vendors—stores and online.</li> <li>• Prepare a product complaint letter.</li> <li>• Tour a community bank.</li> <li>• Graph U.S. inflation over time.</li> <li>• Develop a resume for a job search.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify the true cost of different kinds of credit.</li> <li>• Develop a plan for the future including college, a car and independent living.</li> <li>• Learn about consumer rights and how to use them effectively.</li> <li>• Compare warranties for similar products at different stores.</li> <li>• Explore how advertised products reach target audiences.</li> <li>• Discuss with your family the value of saving and spending wisely.</li> </ul>

The activities above are ideas to inspire further project development. This is not a complete list.



# Expand Your Experiences!

## Healthy Living

- Use a weekly grocery ad to plan at least one healthy meal only using items on sale. Make a shopping list, buy the ingredients and prepare the meal.
- Act out two opposing positions people might take on a consumer issue such as a loaning money to a friend or asking a parent to buy a new cell phone. Use conflict resolution skills.

## Science, Technology, Engineering, and Mathematics

- Use an online or mobile tracking system, such as [www.mint.com](http://www.mint.com), to track your spending for a month and see where your money goes.
- Identify the consequences of identity theft and fraud, and learn how to protect yourself.
- Use a teen job search website to review job opportunities and get tips on writing a resume..

## Citizenship

- Plan a fundraiser for a cause you believe in.
- Go to a senior center and teach adults about safe online shopping.
- Organize a prom dress re-sale or exchange program in your community or school; or organize a food or clothing pantry to benefit local residents.

## Leadership

- Help your family identify the difference between needs and wants.
- Volunteer to manage club resources by running for a 4-H club treasurer
- Start a Save for America program at your school. Visit [www.saveforamerica.org](http://www.saveforamerica.org) for more information

## Resources

- Federal Trade Commission [www.ftc.gov](http://www.ftc.gov)
- Tracking Your Spending [www.extension.iastate.edu/Publications/PM1918.pdf](http://www.extension.iastate.edu/Publications/PM1918.pdf)
- PBS: Don't Buy It [pbskids.org/dontbuyit/](http://pbskids.org/dontbuyit/)
- Better Business Bureau [www.bbb.org](http://www.bbb.org)
- Mint [www.mint.com](http://www.mint.com)
- California Council on Economic Education [www.ccee.org](http://www.ccee.org)
- Save for America [www.saveforamerica.org](http://www.saveforamerica.org)
- The United States Mint [www.usmint.gov/kids](http://www.usmint.gov/kids)
- California Credit Union League [www.ccul.org](http://www.ccul.org)
- Federal Reserve Education [www.federalreserveeducation.org](http://www.federalreserveeducation.org)
- Life Smarts [www.lifesmarts.org](http://www.lifesmarts.org)
- Practical Money Skills [www.practicalmoneyskills.com](http://www.practicalmoneyskills.com)
- The Allowance Game [www.extension.iastate.edu/Publications/PM1776.pdf](http://www.extension.iastate.edu/Publications/PM1776.pdf)

### Connections & Events

**Presentation Days** – Share what you've learned with others through a consumer economics-related presentation.

**Field Days** – At these events, 4-H members may participate in a variety of contests related to their project area.

Contact your county 4-H office to determine additional opportunities available, such as a field day.

### Curriculum

- Money Talks– [moneytalks4teens.ucdavis.edu](http://moneytalks4teens.ucdavis.edu)
- Consumer Savvy– [new.4-hcurriculum.org/projects/consumer](http://new.4-hcurriculum.org/projects/consumer)
- EntrepreneurShip Investigation (ESI)- [esi.unl.edu](http://esi.unl.edu)
- Making Cents of It– [4h.unl.edu/makingcentsofit](http://4h.unl.edu/makingcentsofit)
- Shopping Savvy– [estore.osu-extension.org](http://estore.osu-extension.org)
- Shopping in Style– [4h.unl.edu](http://4h.unl.edu)
- Financial Champions– [www.4-hmall.org](http://www.4-hmall.org)

### 4-H Record Book

4-H Record Books give members an opportunity to record events and reflect on their experiences. For each project, members document their experiences, learning and development.

4-H Record Books also teach members record management skills and encourage them to set goals and develop a plan to meet those goals.

To access the 4-H Record Book online, visit <http://ucanr.edu/orb/>

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