



Discovering the Consumer in You!

# Consumer Education

## 4-H Healthy Living Project Overview

In this project, you will learn about consumer education and discover how to properly manage money to buy the things you want. The project covers budgeting, advertising, comparison shopping, consumer rights and more.



### Objectives

- 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 affect decision making.
- Know your rights as a consumer.
- Identify possible job opportunities in the field of financial management.



### Starting Out

- Compare the prices of a similar item at a variety of places including online.
- Identify what are “needs” and what are “wants.”
- Set a budget, make a list and go shopping.
- Compare the cost of generic and name-brand items.
- Set up Spend, Save, Share jars at home.
- Develop a savings plan to buy an expensive item you want.
- Identify some careers related to financial education.

### Moving Forward

- Learn how to calculate unit cost on similar items.
- Learn about the different advertising methods used for persuasion.
- Comparison-shop for a big-budget item.
- Buy groceries for your family for a week on a set amount of money (budget).
- Develop a print advertisement for 4-H.
- Make a poster about safety rules for internet shopping, and display it at a local bank or library.
- Tour a community bank or credit union.

### Digging Deeper

- Learn about consumer rights and how to effectively use them.
- Participate in the 4-H University Consumer Judging Contest.
- Compare warranties for similar products at different stores.
- Create a savings plan for a major purchase.
- Prepare a complaint letter.
- Set up a consumer judging activity for younger 4-H members.
- Share knowledge and strategies with friends and family.
- Teach younger children about savings.
- Identify possible careers related to financial management.

# Counting Your Character

Finance plays a major part in all our lives. However, people directly relate character with finance. Your character is revealed by your behavior, thoughts and feelings when dealing with financial matters related to money, borrowing and investments. Because money enables you to buy goods and services, having more money is a desirable value in our society. The old saying "money is the root of all evil" recognizes money's universal importance and essentially means that the worship of money and material things is a source of evil. All your financial actions have consequences. The consequences of poor character in financial matters destroy relationships and can be extremely destructive to individuals, families, businesses, governments and society. Look at the elements below and be sure to model good character in your project work.

<b>Trustworthiness</b>	When you are put in charge of keeping money, make sure your records are accurate and all the money is accounted for.
<b>Respect</b>	When you borrow money be sure to repay it on time out of respect to the lender.
<b>Responsibility</b>	Set a good example to others by making a budget and sticking to it. Practice financial responsibility.
<b>Fairness</b>	If you are doing a job or chores for payment, make sure you do the whole job and put in a full day's work for a full day's pay.
<b>Caring</b>	Set aside 10 percent of your income to give to charity.
<b>Citizenship</b>	Use your project to serve others by doing some of the activities listed below.

## Service Cents

- Coordinate a fundraiser such as a bake sale for your club.
- Create fliers or advertisements for your 4-H program.
- Give a demonstration to others on budgeting.
- Adopt a child, and shop for Christmas items for them using a budget.
- Plan and finance a meal for a needy family with your club.
- Make an exhibit about financial responsibility, and display it at your school or library.
- Study poverty in your community and state, and present the findings to your club.

## Career Possibilities

- |                   |                           |
|-------------------|---------------------------|
| Finance teacher   | Product marketing manager |
| Banker            | Advertising specialist    |
| Bank teller       | Insurance adjuster        |
| Financial analyst | Financial planner         |
| Accountant        | Real estate broker        |
| Auditor           | Medical billing clerk     |
| Loan officer      |                           |



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