



- Parents: Parental influence is critical
- Poverty: Correlation with household income level
- Timing: Attitude about money develops early
- Education: Testing, funding and political pressures

Addressing the Issue

- Gaining Face to Face Access
 - High school students and their parents
 - Partnerships with community/youth organizations
- Reaching Online
 - Web-based Resources
 - Social Media
- Advocacy
 - Political Will
 - Community Support
 - Building Capacity



Individual Growth





