

## Financial Literacy Month

Financial literacy is important not only for the financial well-being of individuals, but also for the economy. Understanding the basics about money is as essential today as math and literacy.

This year, Financial Literacy Month focuses on the renewed [National Financial Literacy Strategy 2021-2026](#) and the importance of building financial resilience in challenging times and in a digital economy. The campaign theme, ***Make change that counts***, is a call to action to make changes to the financial ecosystem, to ensure it is accessible, inclusive, and effective for all Canadians.

Throughout the month, messages will focus on the following sub-themes based on the National Strategy's key building blocks that have been proven to help Canadians develop the skills, capacity, and behaviours that lead to financial resilience.

- **Week 1 (November 1 to 6): Managing expenses** to keep up with bills and credit commitments
- **Week 2 (November 7 to 13): Managing debt** to feel in control of your overall debt situation
- **Week 3 (November 14 to 20): Managing savings** to prepare for financial shocks and unexpected expenses, and achieve your financial goals
- **Week 4 (November 21 to 30): Navigating the financial marketplace** with knowledge and confidence

As a parent, you are a role model for your child. You have an important and continuing role to play in your child's education from the younger years through to high school graduation. This is especially true with financial literacy since your child's decisions become more complex and their choices more expensive as they get older and become more responsible. You can encourage the development of their knowledge and skills by discussing financial matters, providing practice in financial decision-making, and demonstrating active citizenship at home.

For examples on where and how to get started, please visit:

- [TalkwithOurKidsAboutMoney.com](https://talkwithourkidsaboutmoney.com)
- [Financial Literacy for Everyone](#)
- [Government of Canada](#)
- [Everfi Financial Resources](#)



Source: [The Imprint Youth & Family News](#)

## #MathFail?

Is the following image an error or a misconception? It is courtesy of Greta on twitter when one of her students went to purchase an ice cream sundae at a local store. What do you notice? What should the student be paying for the ice cream sundae?

Have you ever noticed advertisements like this? What other #mathfails? will you notice when shopping?



Credit: Greta @g\_brgmn