

Feed the Pig

Financial Literacy Program

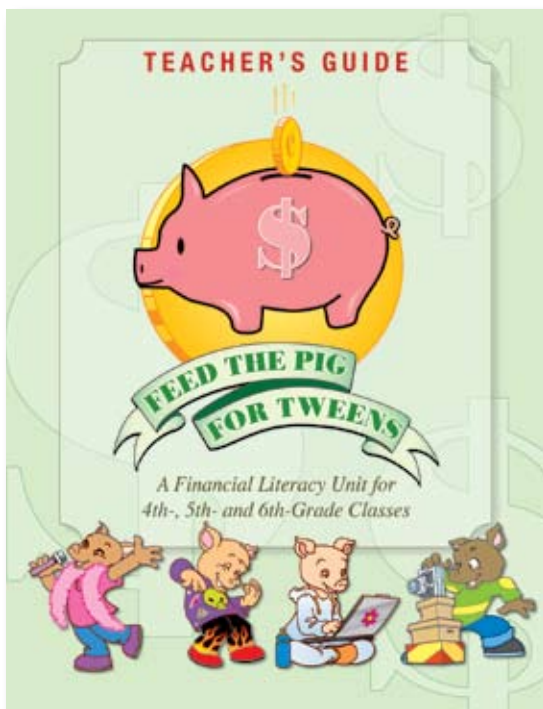
4th - 6th Grades

CLIENT: The Ad Council and American Institute of Certified Public Accountants (AICPA)

AUDIENCE: 4th – 6th grade students and their families

OVERVIEW: This financial literacy education program emphasizes the importance of making responsible financial decisions, and builds upon AICPA's national *Feed the Pig* PSA campaign.

CHALLENGE: To create a teacher-friendly curriculum that will easily integrate into existing elementary school math curricula while incorporating important financial literacy concepts



Program Components

- Teacher's Guide
- 12 Piglet Character Cards
- Interactive Web-based Game
- Family Take Home Activity
- Poster
- AICPA Outreach Flyer

The JMH Solution:

In order to **engage** and **involve** students in demonstrating responsible financial habits, JMH combined classroom lessons with interactive and take-home activities.

The program includes a teacher's guide with activity instructions, teaching tips, assessments, extension activities and hands-on tools. Student and family activities include 12 piglet character cards exhibiting different financial backgrounds and habits. An interactive web-based game gives students the opportunity to try out their responsible financial decision-making skills in class and at home. A take-home activity engages the whole family in learning about the important financial literacy concepts their children are learning in class.

JMH also created outreach posters and flyers for state CPA societies to promote the program in their communities. These materials provide information for CPAs to effectively reach out to local schools with this important program, along with leave-behind materials with program information for the teachers.

Partnerships:

JMH partnered with the National Council of Teachers of Mathematics (NCTM) for both development and promotion of the program. In addition, JMH worked with the National Education Association to offer the program to their members.

Reach:

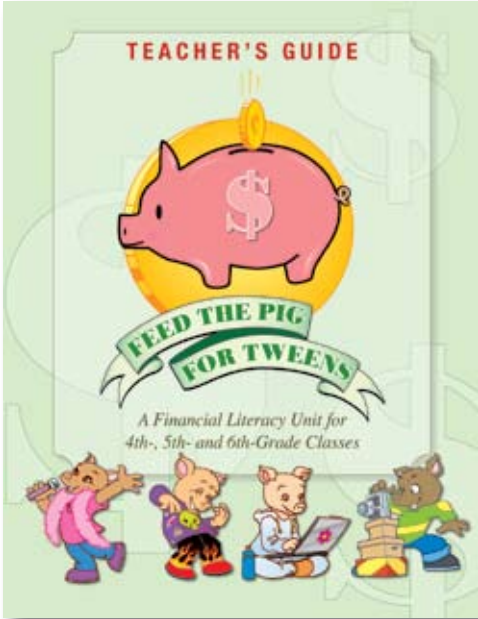
Since its launch in September 2008, over 35,000 kits (15,000 printed kits and 20,000 downloadable kits) have been distributed on a "by request" basis. The program will reach over 1 million students in its first school year. State CPA societies are also promoting the program locally.

Award:

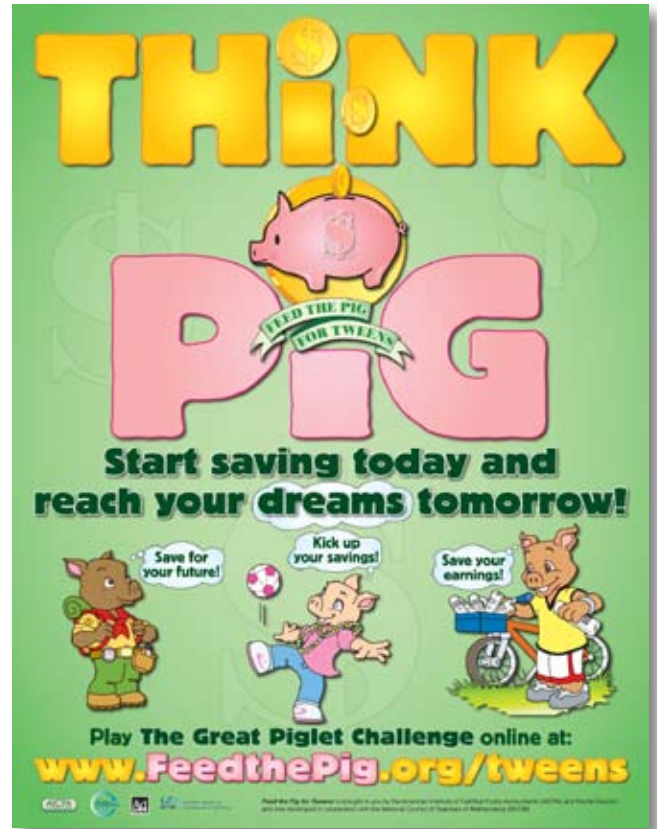
The Feed the Pig for Tweens program received the 2008 Gold MarCom Award from the Association of Marketing and Communication Professionals.

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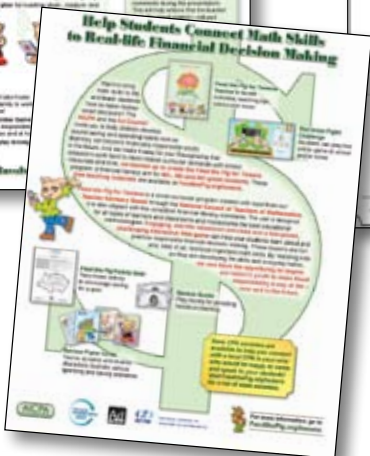
Teacher's Guide



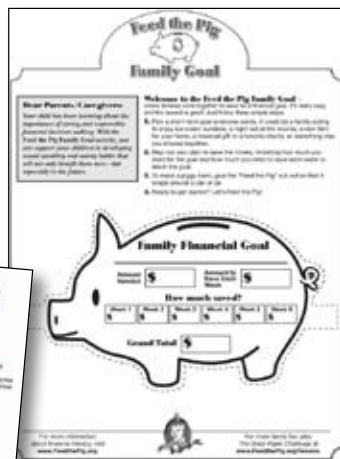
Poster



Interactive Web-based Game



AICPA Outreach Flyers



Family Take Home Activity



Piglet Character Cards