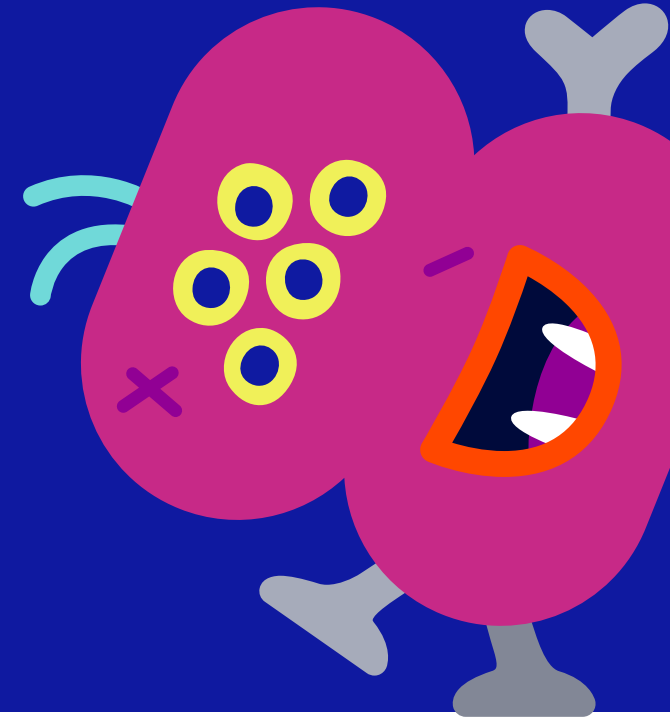


Stakeholder Pack  
August 2023



Talk  
Learn  
Dö

The logo for 'Talk Learn Dö' features the words 'Talk', 'Learn', and 'Dö' stacked vertically in a white, sans-serif font. Above 'Talk' is a yellow crown with green dots. Above 'Dö' are two teal eyes with pink pupils. Below 'Dö' is a pink smile.



# What is Talk Learn Do?

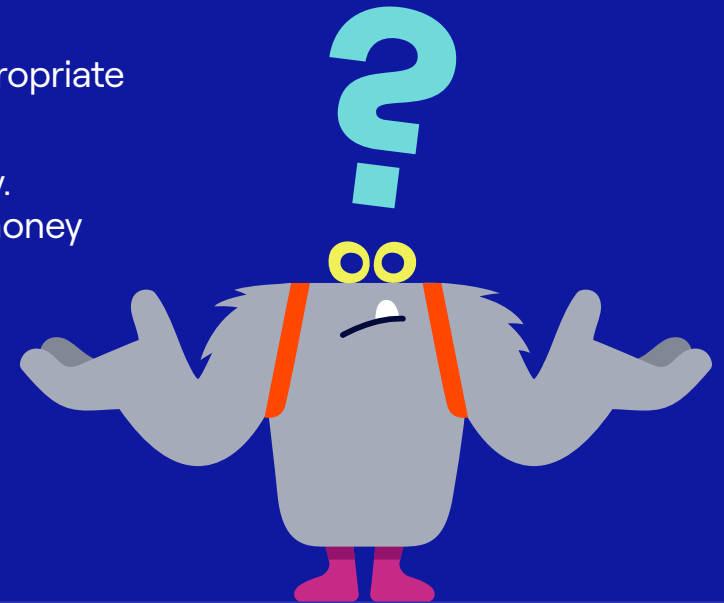
## Give kids money skills for life

**Talk Learn Do** (TLD) is a digital tool that provides parents and carers with the skills and confidence to talk to their children about money. It also shows why it's important to teach good financial habits from an early age.

It breaks down important topics into fun activities and bite-sized information, such as pocket money, saving and shopping trips. It includes everyday experiences such as pestering and shopping and includes digital money. There's a nice activity about understanding wants and needs.

TLD isn't about how to manage money. It's about having age-appropriate conversations with hints and tips on how to do this.

MaPS can show you how to talk to 3- to 11-year-olds about money. This doesn't need to be complicated – children can learn about money from being involved in everyday activities.



# Elements of Talk Learn Do



## Explaining digital money to children

Teach your children about digital money using simple activities such as doing an online food shop.



## How to handle pestering

Try our strategies to help you to stick to a decision and avoid giving in to pestering when you're out and about.



## Shopping trips with children

Try our activities to teach children about money and keep them entertained while you're shopping.



## How to talk to your children about money

Find out how you can make learning about money an easy part of everyday life.




## Pocket money and saving

Giving a child pocket money (even a small amount) helps them learn how to manage money while they're young.

### Sticker game

Teaching your child the difference between 'wants' and 'needs' helps them understand why you don't buy everything they ask for. This simple game shows your children which of the things you buy are needs and which are wants.

- Give your children two colours of stickers – one for 'wants' and one for 'needs'.
- Ask them to go around the home and put stickers on things that are 'wants' and things that are 'needs'.
- When they've finished, ask them to tell you about the decisions they've made. This is a good opportunity to talk about which things you think are essential items and which are treats.



[moneyhelper.org.uk/talk-learn-do](https://moneyhelper.org.uk/talk-learn-do)

[helpwrarian.org.uk/siarad-dysgu-gwneud](https://helpwrarian.org.uk/siarad-dysgu-gwneud)

# Why talk to children about money?

Children's money habits are formed younger than you think; even by the age of seven, children have started to develop attitudes and habits around money.

Talking with children and young people about money from an early age helps them to form good habits that will last a lifetime. Talking openly about money helps children build healthy financial habits for later in life, but MaPS' research shows that only 47% of 7-17-year-olds receive financial education at home or in school in the UK, and only a third of parents (31%) are likely to talk to their children if they find themselves in difficulty.

It can also help parents improve their own financial wellbeing. MaPS' research shows that only 56% of parents claim to feel confident talking to their children about money. Studies evaluating an earlier version of Talk Learn Do have shown that some parents who completed the activity were prompted to take steps to improve their own financial situation.



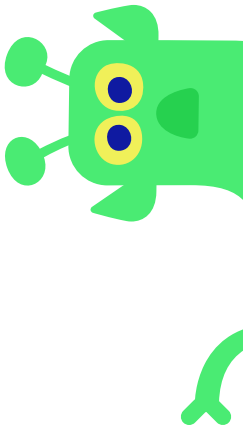
# Your role as a practitioner



**TLD can be used by practitioners who work with families in any capacity e.g. family care, social workers, education, youth work etc.**

As a trusted “messenger” TLD can help you deliver valued support to families in your community. You can:

- enhance positive parenting skills to manage behaviour more effectively and promote children’s social skills, self-esteem and self-discipline
- improve parent-child relationships and parent-parent relationships
- strengthen parents’ understanding of child development and foster their ability to be more responsive to the needs of their children to promote their social, emotional and cognitive development and wellbeing
- increase parents’ confidence in their parenting role
- increase parents’ confidence and skills in providing a positive home learning environment and supporting their child with their learning
- develop your own financial capability skills and knowledge.



# Talking about money at home – key messages for parents/carers

How parents and carers teach and talk about money has a huge influence on children's money skills, knowledge, and habits. The sooner you start the better, **but you can make a difference at any age.**

Research shows that giving money to children and young people regularly, setting rules around money and giving them some responsibility for money choices all have a positive impact.

However, fewer than 25% of children experience all three of these at home, and not all parents feel confident talking about money.



It's important to:

- talk about the importance of saving
- involve them in family spending discussions
- show them how you manage your own day-to-day money
- have discussions with your children regarding the fact that companies try to sell them things in adverts and some TV programmes

## The 3 Rs

 Regular

 Rules

 Responsibility

# How to teach kids about money

Children start to learn about money from early childhood. Parents and carers have the most important influence on how children deal with money in adult life. Teaching children about money helps them manage their own finances as they get older. There are lots of age-appropriate ways to do this by keeping it simple and making it fun.

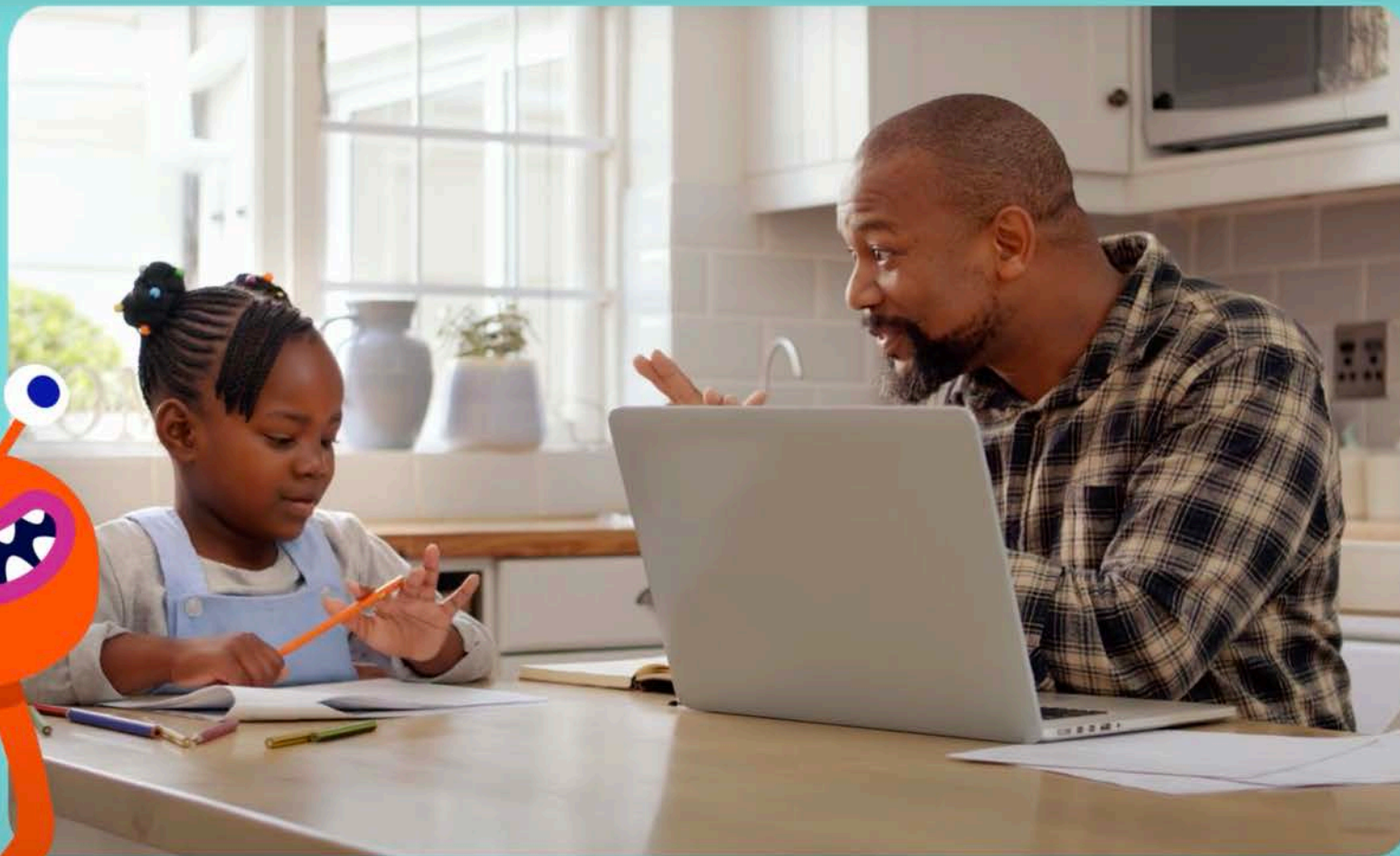
Children who do better with money tend to have parents/carers who talk to them about money and give them responsibility for spending and saving from an early age.

## Take some time to think about your own money habits:

- Did you pick up any of your money habits from your parents or caregivers?
- What good money habits can you trace back to your childhood learning?
- What bad money habits can you trace back to your childhood learning?

Don't worry if your child makes a mistake and spends all their money. This is a really good way to learn. If they buy a toy and realise they don't have money for something else, they'll know how to save and choose next time.





MoneyHelper offers free, impartial government-backed guidance



# Talk Learn Do - example

An alien has come to earth and is following you around for a few days. It knows nothing about money, has limited English and very limited understanding of the world.



# What would they see?

Would they see cash? Cards?  
Your phone? Your watch?

Would they see  
bills being paid, or  
see you saving?

What would the alien  
learn about money  
from watching you?

What would they make  
of cash machines?

What would they  
think about what  
they are seeing?

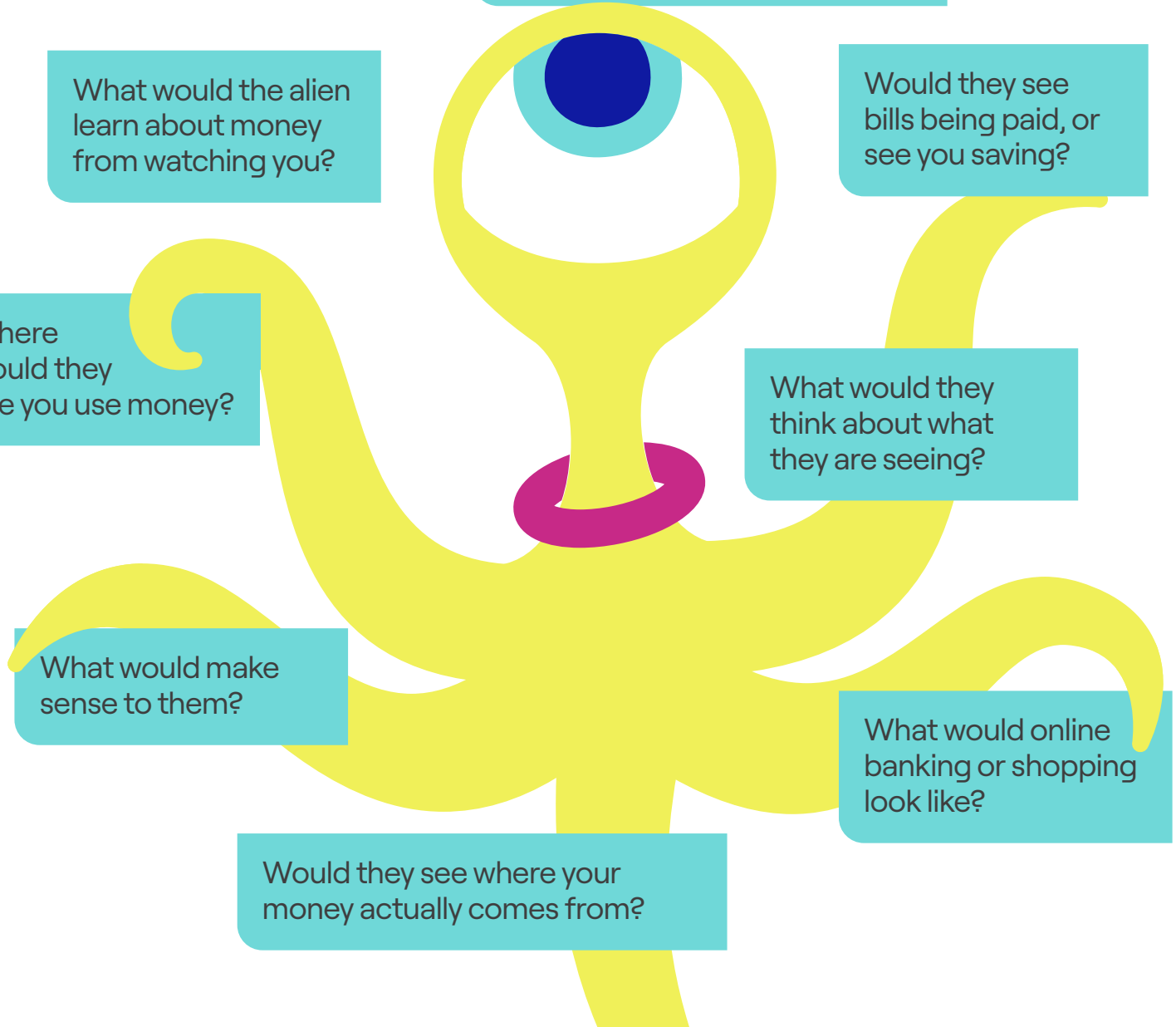
Where  
would they  
see you use money?

What would  
confuse them?

What would make  
sense to them?

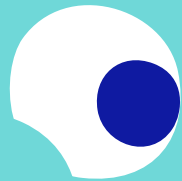
What would online  
banking or shopping  
look like?

Would they see where your  
money actually comes from?



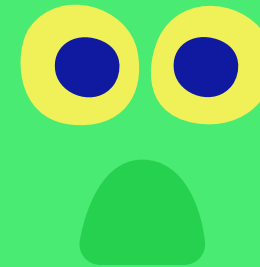
# What can be taught about money?

All children are different, but there are some developmental milestones that can help guide what to teach them and when:



## How to talk to three and four-year-olds about money

You can start teaching pre-schoolers about money from when they start to talk and ask questions – when they touch, investigate and play with everything.

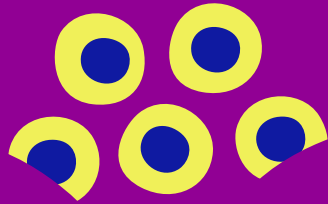


## How to talk to five and six-year-olds about money

They're starting to develop a deeper understanding of numbers and will be able to pay attention for longer. This makes it a great age to move from playing to showing good money management. It will still need to be fun – but you can start integrating more money-related skills into everyday life. For example, saving for a new toy or turning shopping into a learning experience.

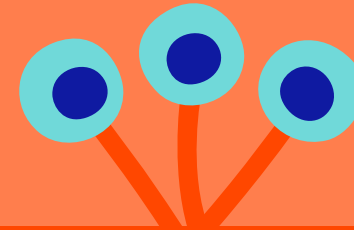
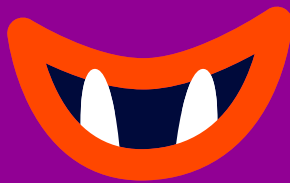


# What can be taught about money?



## How to talk to seven and eight-year-olds about money

Children are beginning to understand the difference between wants and needs. This is a great age to talk about how they can start achieving some of the things they want through earning and saving.



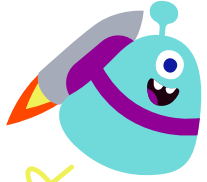
## How to talk to nine to 12-year-olds about money

At this age, children want independence. So, you can focus on getting them to take responsibility for their own spending and saving choices.

Helping them learn about how to be responsible with their money can also give you peace of mind as they become more independent in their decision-making.



# Help parents prep – a little goes a long way



It can be hard for parents to know how to start a conversation about money with a child or a young person, so it's worth thinking about how you can help them. This doesn't have to be complicated – just decide with the family the basic points they would like to get across and the values or attitudes towards money they think are important to share.

It's also worth identifying what's important to their family right now – it's much more interesting for children to get involved in money decisions that affect them directly. For example, if they are saving up for something special, they could show them some of things the family are cutting back on such as meals out or trips to the cinema.

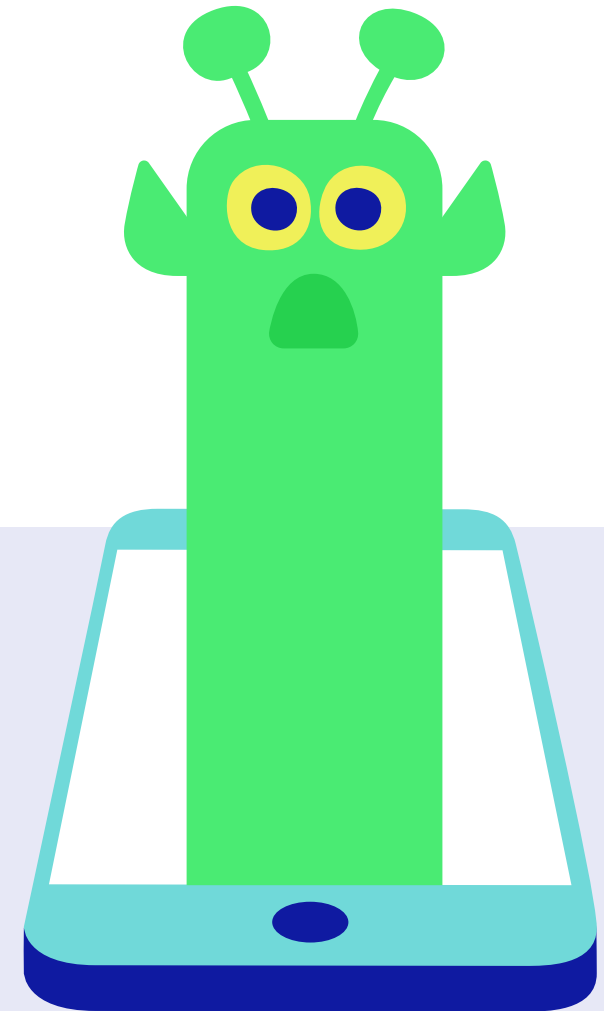
# Resources available

Parents booklet

Online guides

Video

For practitioners who deliver the original face to face Talk, Learn, Do, the facilitator pack has been updated and can be found [here](#) and accompanying assets are [here](#).



# Resources available

## **Practitioner Resources**

[How we support financial education in schools](#)

[Guidance and toolkit for practitioners working in children and young people's services](#)

[Quality Mark Resource Hub](#)

[Supporting yourself financially - a guide for young adults aged 16 to 24](#)

[Financial Support for Further Education](#)

[Student and Graduate Money](#)

## **[MoneyHelper Support](#)**

[Beginner's guide to managing your money](#)

[The best ways to pay bills](#)

[Budget Planner](#)

[Help if you're struggling with debt](#)

[A beginner's guide to scams](#)

[Help with the cost of living](#)

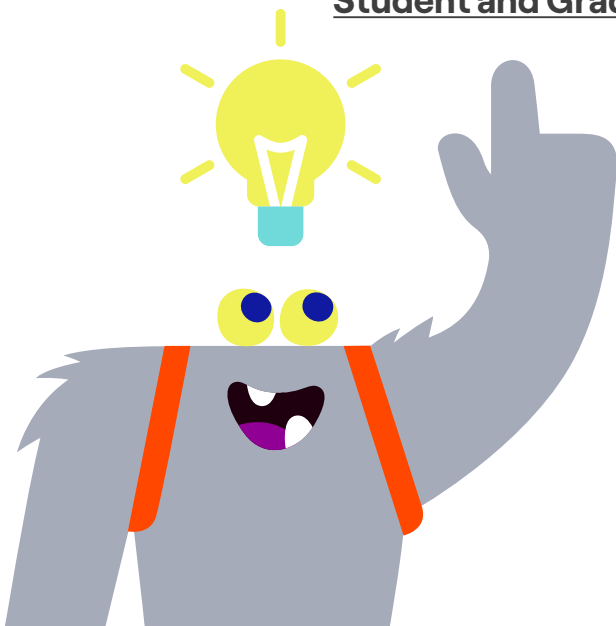
[Tackling problem gambling and debt](#)

[Loan Sharks](#)

[Contact MoneyHelper/HelpwrArian for free Money Guidance](#)

0800 138 0555 (Welsh)

0800 138 7777 (English)



## Contact MaPS

For more information, please contact MaPS on:

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