

Kids & Kash

* The following lessons are designed for grades 4-8.

** Page numbers are for leader's guide

Lesson Title	Pg	Grade Level	Academic Standards	Activity Description
Issue 1	13			
Activity 1: You are a consumer	14	5-8	1.6.5 D; 1.6.8 D; 6.1.6 B	Discuss who consumers are and how much kids spend
Activity 2: Check your money habits	14	5-8	1.6.5 D; 1.6.8 D	Take spending habits questionnaire and discuss if students are willing
Activity 3: Shop smart by comparison shopping	15	5-8	1.6.5 D; 1.6.8 D	Discuss and practice comparison shopping
		5-8	1.8.5 B; 1.8.8 B	Research info while comparison shopping for something
Activity 4: Buying grooming products	16	5	2.3.5 A	Test how long foamy suds last for shampoo or toothpaste
		4-7	3.2.4 C; 3.2.7 C	Decide which toothpaste or shampoo is the best
		5-8	1.6.5 F; 1.6.8 F; 6.2.6 K	Learn how advertising affects cost and how cost is not necessarily related to quality
Activity 5: Getting your money's worth	17	5-8	1.6.5 D; 1.6.8 D	Group gives answers to shopping tip puzzle
Activity 6: The image makers	17	5-8	1.6.5 D; 1.6.8 D	Discuss how advertisements only show part of the story
		5-8	1.6.5 D & F; 1.6.8 D & F; 13.3.8 D	Discuss wants vs. needs
		6	6.2.6 K	Make a poster showing limited view advertisements show
Issue 2	19			
Activity 1: Sort out the stores	20	5-8	1.6.5 D; 1.6.8 D	Discuss pros and cons of different store types
Activity 2: Find the words	21	5-8	1.6.5 D; 1.6.8 D; 1.8.5 B; 1.8.8 B	Visit stores looking for items and learning about stores. Report back.
Activity 3: Complain with class	22	5-8	1.4.5 B; 1.4.8 B	Practice writing a complaint letter
Activity 5: What about advertising?	24	5-8	1.6.5 F; 1.6.8 F; 6.2.6 K	Examine advertisements by what they do/emphasize. Make advertisements
Activity 6: Speaking up	28	5-8	1.6.5 D; 1.6.8 D	Role-play and discuss consumer complaint situations

Lesson Title	Pg	Grade Level	Academic Standards	Activity Description
Issue 3	29			
Activity 1: How do you feel about advertising?	30	5-8	1.6.5 D & F; 1.6.8 D & F; 6.2.6 K	Discuss advertising strategies and effects
Activity 2: Shop smart	31	5-8	1.6.5 D & F; 1.6.8 D & F; 6.2.6 K	Discuss sale advertising
		5-8	1.6.5 D; 1.6.8 D	Do and discuss personal inventory and worth
Activity 3: Test your nutrition knowledge	32	6	10.1.6 C	Reading and interpreting labels
Activity 4: When you have a problem with something you bought	34	5-8	1.6.5 D; 1.6.8 D	Role-play and discuss various refund/complaint situations
		5-8	1.8.5 B; 1.8.8 B	Research useful phone numbers for disputes
Issue 4	37			
Activity 1: Deceptive advertising	38	3-8	1.6.5 F; 1.6.8 F; 6.2.6 K	Discuss ways advertisers deceive
Activity 2: Decode advertising messages	38	3-8	1.6.5 F; 1.6.8 F; 6.2.6 K	Examine advertisements for persuasive words then look at advertisements without these words
		3-8	1.6.5 D; 1.6.8 D	Discuss decoding advertisements
		3-8	1.6.5 D; 1.6.8 D	Discuss money sayings
Activity 3: Advertising jingles	40	6	6.2.6 K	Learn how jingles help people remember products
Activity 4: Shop smart	41	3-8	1.6.5 D; 1.6.8 D	Discuss shopping smart for t-shirts
		3-8	1.6.5 E; 1.6.8 E	Interview parents about saving and spending
Activity 5: Read warranties/guarantees	43	3-8	1.4.5 B; 1.4.8 B	Write a sample warranty
		3-8	1.6.5 D; 1.6.8 D	Discuss what a warranty is
Activity 7: Designer labels	44	3-8	1.6.5 D; 1.6.8 D; 6.2.6 K; 13.4.5 A	Discuss designer vs. generic/store labels

Academic Standards for Reading, Writing, Speaking and Listening met:
Types of Writing: 1.4.5 B; 1.4.8 B
Speaking & Listening: 1.6.5 D-F; 1.6.8 D-F
Research: 1.8.5 B; 1.8.8 B

Academic Standards for Mathematics met:
Measurement & Estimation: 2.3.5 A

Academic Standards for Science & Technology met:

Inquiry & Design: 3.2.4 C; 3.2.7 C

Academic Standards for Economics met:

Economic Systems: 6.1.6 B

Markets & the Functions of Government: 6.2.6 K

Academic Standards for Health, Safety and Physical Education met:

Concepts of Health: 10.1.6 C

Proposed Academic Standards for Career Education and Work met:

Career Retention & Advancement: 13.3.8 D

Entrepreneurship: 13.4.5 A