



# Centro Latino for Literacy

Financial Education Presentation

October 16, 2008

**The mission of Centro Latino for Literacy** is to teach literacy and provide educational opportunities to those who have not had the benefit of an education, especially Latino immigrants.



# Financial Education - Effectiveness and Scale



What is the purpose of financial education?

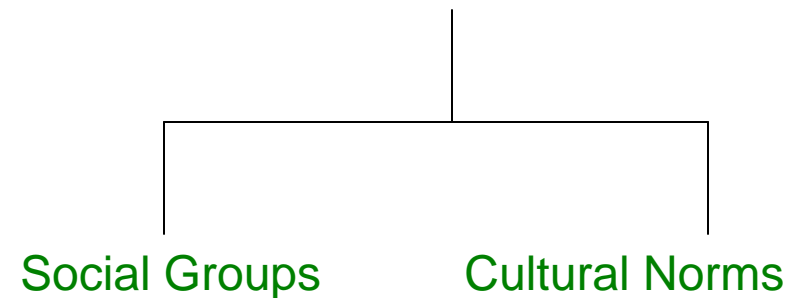


Knowing  $\neq$  Doing



DOING (Behavior) =

Knowledge + Access + Support





Knowledge



Access



# Support from Social Groups



# Impacting Social Groups



# Support from Cultural Norms



# Impacting Cultural Norms

lunes a viernes  
5:30p

MAR *Operación*  
**REPO**

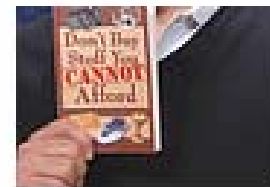
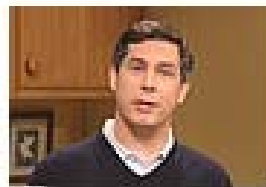
Si no lo puedes pagar,  
no lo debes comprar!



ENBT-TV  
nos une

The image is a promotional poster for the TV show 'Operación Repo' on the MAR network. It features a group of five people (three men and two women) dressed as repo men, holding various tools like a crowbar and a wrench. The background is a dark, industrial setting. The text at the top indicates the show's schedule as 'lunes a viernes 5:30p'. The title 'Operación REPO' is prominently displayed in the center. Below the title, a quote reads 'Si no lo puedes pagar, no lo debes comprar!'. At the bottom, there is a logo consisting of a stylized tree with a sunburst-like base, and the text 'ENBT-TV nos une'.





◀ BACK

Commercial: Don't Buy Stuff You Cannot Afford

NEXT ▶

A husband and wife worry that they'll never get out of credit card debt, even after exploring many avenues. A spokesperson comes out to present his unique program for getting out of debt: Don't buy stuff you cannot afford. The book sounds interesting to the wife, but the husband is very confused by the book's premise. After further explanations, the husband is still confused, thinking that he should buy items first and get the money second.



Call to Action!



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[www.centrolatinoliteracy.org](http://www.centrolatinoliteracy.org) and [www.leamos.org](http://www.leamos.org)