

Session Plan (1 Hour)

Objectives of the Session:

- ✓ Helping parents give their children insights into marketing and branding
- ✓ Looking at ways to save money
- ✓ Exploring the different saving options
- ✓ Look at what and when we would like our children to learn about money

	Activity	Materials	Time (mins)	Notes
	Introduction and Recap What was covered last week, the group contract and spending diary review		5	
1	Ice-breaker & Taste Test (e.g. Jaffa cakes) See cheat sheet for how to run	A&B cards Taste test cheat sheet <i>Taste test items</i> <i>Plates/cups</i>	15 (20)	
2	Supermarket Psychology Ask your group to pretend to be psychologists and get them to go through an imaginary shopping trip to a large supermarket. Get the group to think about the many “tricks” that supermarkets use to get us to spend money e.g. Milk and bread at the back	Cheat sheet	10 (30)	
3	Money Saving Tips Use ‘Money Saving Tips’ discussion cards & go through with the group. Are they realistic or not? Could you share them with your children? OR The group can share some money saving tips of their own on post it notes which you can put on a tree.	‘Money Saving Tips’ cards <i>Biros/felt tips/post-it notes</i>	10 (40)	
4	Saving options Split people into groups and get them to talk about the various saving option cards – how comfortable would they feel explaining them to their children?	Cheat sheet Saving option cards you will need to cut these	10 (50)	
5	Footsteps timeline & take home Use ‘ <i>Timeline Exercise</i> ’. Spread the footprints timeline across the floor/table. If needs be, split	Timeline Exercise Footprints	10 (60)	

MADE OF MONEY

Session 2: Saving Money With Your Children

	into two groups, and give groups a set of discussion cards. Cards have suggestions of things that may teach children about money. Get the groups to discuss at what age (or never) they would do these things with their children and put them on the timeline. Stress there is no right or wrong answer!	Timeline Exercise discussion cards you will need to cut these		
6	Advertising detective/Meal planner As parents are walking out, hand out the advertising detective activity sheet and meal planner	Activity sheet & meal planner		

What you need for this session:

Provided:

- ✓ A & B Taste Test cards
- ✓ Taste Test cheat sheet
- ✓ Supermarket Psychology cheat sheet
- ✓ Money Saving Tips activity cards
- ✓ Saving option activity cards
- ✓ Saving options cheat sheet
- ✓ Footprint timeline
- ✓ Footprint timeline cards
- ✓ Advertising Detective handout
- ✓ Meal planner

Not Provided:

- ✗ Taste Test items
- ✗ Plates/cups
- ✗ Pens
- ✗ Flipchart, paper and pens
- ✗ Post-it notes