

FOR IMMEDIATE RELEASE  
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## **Kids learn financial basics through literacy video modules**

How do you teach young minds the value of money, the importance of saving, and the meaning of inflation?

With “Estudyantipid” provided by the Knowledge Channel and Citi Philippines, public school teachers can now simplify economic and financial concepts for their students to understand.

Department of Education (DepEd) Secretary Jesli Lapus said that “even children can help shore up the economy. As a country with a low rate of savings, critical to reversing this trend is to teach kids early on the value of money and the importance of wise spending.”

This program which runs for a year is specially made for students to appreciate the value of money as they will be oriented on the ways of using and saving money properly. Among the concepts presented are the differences of needs and wants, wealth, interest and inflation.

According to the Education Chief, “These modules can empower our children as it can change the prevailing consumer consciousness on spending and will orient them instead on financial literacy.”

“Complicated topics are presented in a way young people can digest,” said Dittie Galang, Knowledge Channel Marketing and Communications Managers.

DepEd’s learning competencies for the elementary and secondary levels were used in the modules. Meanwhile, teachers are also provided teachers’ guides to assist them as they lead their students to financial literacy.

Galang shared, “We ensure that teachers and students view this special program together, which is the proper way of utilizing the tool.” Knowledge Channel is currently developing other modules as the series is intended to have ten parts.

DepEd Assistant Secretary for Special Projects Jonathan Malaya noted: “If financial literacy is taught in basic education the impact is strong. Students will learn early enough ways to manage their personal finances. If we leave it to college, it may be too late.”

“The children may even be the ones who can guide their parents and relatives in managing finances properly,” he added.

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The seven module-series in Filipino is currently airing over Knowledge Channel at the following time slots: Sundays at 7:20 AM; Mondays at 10:20 AM; Tuesdays at 2:20 PM; Wednesdays at 7:20 AM; Thursdays at 10:20 AM; Fridays at 2:20 PM; Saturdays at 10:40 AM; Sundays at 3:40 PM. Each episode lasts 10 minutes.

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**PRESS RELEASE**