



LifeSmarts is an educational program of the National Consumers League that succeeds by developing meaningful marketplace skills in teenagers and providing them with a competitive venue to showcase the knowledge they've gained. The program complements any curriculum in high schools and is used as an activity for classes, groups, clubs, and community organizations.

### **Meeting the Need**

Teenagers are active consumers but often lack the skills and know-how to evaluate risks and opportunities and make informed decisions. Schools, teachers and adult mentors who want to provide students with practical, real-world skills don't always know where to start. The National Consumers League's LifeSmarts program fills this void by strengthening literacy skills and expanding students' consumer knowledge. Coaches tell us it works. As one Rhode Island coach told us, "LifeSmarts arms students with knowledge that will be 100% relevant to their lives as adults. And the students know that, and feel more confident about their decisions and their futures."

### **Knowledge Students Gain**

LifeSmarts focuses on knowledge that teens need to know to function effectively and competently in today's face-paced, global marketplace. Specifically, students learn about:

- Personal Finance
- Health and Safety
- Technology
- Consumer Rights and Responsibilities
- The Environment

### **How it Works**

LifeSmarts begins online, where students use a wealth of resources to hone their consumer knowledge. When students are ready, they compete online by taking a series of three 20-question quizzes. Top-scoring teams advance to live state competitions, and state champions from across the country compete head-to-head over three days at the LifeSmarts National Championship each April. There is no registration fee to participate.