

Family-based Financial Literacy Education Programme

“Family Financial Wellbeing”

Outcome Indicators

I. “Financial Literacy 101 Workshop Series”

Knowledge	- 80% respondents with increased basic knowledge in money management know-how. (e.g. saving, spending, budgeting etc.)
Behaviour	- 70% respondents with enhanced interest and willingness in adopting financial tools and/or services and applying financial knowledge in their daily lives.

II. “Family-Centric Financial Intervention Programme”

Thematic Practical Group Workshop	
Knowledge	- 80% respondents with increased knowledge and problem-solving skills in daily money management
Behaviour	- 70% respondents with enhanced confidence and willingness in engaging other family members in financial planning.

Individual Financial Coaching	
Knowledge	- 80% respondents with enhanced competencies in family financial planning.
Behaviour	- 80% respondents with enhanced confidence in establishing and achieving family financial goals.

III. “District-based Financial Literacy Public Education Campaign”

Attitude	- 80% respondents with enhanced awareness on family financial wellbeing.
Knowledge	- 80% respondents with enhanced understanding on financial literacy and wellbeing.