

Why become a coach?

Educators tell us that they use the program because LifeSmarts complements what they teach, and it provides students with valuable knowledge. LifeSmarts is a great way to introduce students to real-world issues and help them gain life skills. A Florida coach summed up LifeSmarts by saying, "In today's tough economic times, LifeSmarts provides teens with the kind of valuable knowledge that they will use throughout their lives." Another coach added, "LifeSmarts gives teens real power for their future."

COACHES' TOP TEN

Coaches listed their favorite teaching tools from the LifeSmarts Web site:

- ONLINE PRACTICE QUIZZES
- ONLINE COMPETITION QUIZZES
- ONLINE DAILY QUIZZES
- QUESTION OF THE DAY CALENDARS
- DOWNLOADABLE PRACTICE ROUNDS
- LIFESMARTS U: A VIRTUAL CLASSROOM
- ONLINE LESSONS
- COACH'S GUIDE
- RESOURCES/LINKS ON SITE
- SCAVENGER HUNTS

learn more at
www.lifesmarts.org

Support for LifeSmarts

The National Consumers League (NCL), founded in 1899, is a national nonprofit organization that protects and promotes social and economic justice for consumers and workers in the United States and abroad. The League runs LifeSmarts for middle and high school students and educators throughout the US. NCL operates LifeSmarts and works in partnership with other nonprofit, government, and education groups. State attorneys general, Family, Career, and Community Leaders of America, Better Business Bureaus, cooperative extension offices, Councils on Economic Education, universities, and other organizations act as State Coordinators to implement LifeSmarts in each state.

In addition, community-minded businesses, associations, organizations, government agencies, labor unions, and individuals provide the financial support and volunteer time to make LifeSmarts possible.

MAJOR CONTRIBUTORS IN 2009 INCLUDE:

EXPERIAN
AMERICAN CENTURY INVESTMENTS

Other contributors to the national program this year include: American Express, Bridgestone/Firestone, Express Scripts, McNeil Consumer Healthcare, Monsanto, NextGenWeb, Procter & Gamble, Reckitt Benckiser, Toyota Financial Services, Toys 'R' Us, Verizon, Western Union, Communications Workers of America, Toro, Visa, Inc., and many more.



CONSUMER EDUCATION
for middle school
& high school students



www.lifesmarts.org



A PROGRAM OF
THE NATIONAL CONSUMERS LEAGUE

What is LifeSmarts?

LifeSmarts, the ultimate consumer challenge, is an educational program of the National Consumers League that develops the consumer and marketplace skills of teenagers in a fun way and rewards them for the knowledge they demonstrate. The program complements any curriculum in middle school or high school and is flexible enough to be used in class or as an activity with groups, clubs, and community organizations.

LifeSmarts competitions are run in a game-show style and open to all US students in grades 6-12. Teams of students compete online and in state matches, with the state winners going to the national competition to vie for the LifeSmarts championship. The National LifeSmarts Championship is held in a different city each year, providing students and coaches the opportunity to see and learn about different areas of the country.

LifeSmarts teaches teens to be smart and responsible consumers and citizens. Program content focuses on five key areas of consumer knowledge that teens need to know to function effectively in today's world:

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

Participants gain meaningful consumer knowledge, access to information, awareness of resources, and the ability and confidence to participate in today's dynamic global marketplace. They also develop leadership abilities, become better decision-makers, and have fun in the process.

What the **students** say about LifeSmarts

"This is a wonderful program that I would recommend to anyone. It taught me things that I know I am going to be using (and am already using) in my daily life."

– Jacob R.

"LifeSmarts really made me think about some of the things I will have to deal with as soon as I graduate and become independent."

– Libby B.

"I've been involved in LifeSmarts for three years. The competitions are a lot of fun and very informative. You get a chance to make new friends and see how much you really know."

– Beth V.

"(The state competition was) A day to remember for all students. This was the first time some of my students have traveled more than 50 miles! Students are helping parents with money management, recycling and technology just to name a few!"

CA

"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."

RI

"LifeSmarts is the 'what is it, how does it work, who controls it, where does one get help, when should you be concerned about it, why it's important' all around guide to survival in our complex society."

AZ

What the **coaches** say about LifeSmarts

FAQs

HOW DO I PREPARE FOR COMPETITION?

It's easy to find materials to prepare for the competition. Coaches use these resources most:

- www.lifesmarts.org — teaching tools include practice questions, lessons, flash cards, LifeSmarts U: A Virtual Classroom, and more available free of charge
- Government agencies provide a wealth of information on Web sites and in free or low-cost publications
- Many consumer groups, trade associations, and businesses provide Web sites, brochures, textbooks, and other educational resources

HOW DO I FORM A TEAM?

Coaches find a variety of ways to get students involved. Team members can volunteer or be recruited. Most educators either use the online quiz as an extension of classroom work or as a separate extracurricular activity. Any number of students may compete online. The official team must consist of four or five players. Special needs students, alternative schools, work study groups, home school groups, and community organizations are encouraged to participate.

IS THERE A FEE TO PARTICIPATE?

There is no registration fee to participate in LifeSmarts. The students will need a few hours away from school for the state competition. If the team advances to the national competition, time away from school should not exceed two days. Travel costs may be provided by the state coordinator or funded in part by the team, school, or organization sponsoring the team.

WHEN ARE COMPETITIONS HELD?

The online competition is generally live from mid-September through February. Most state competitions occur in February and March, and the national competition is held in April. Visit www.lifesmarts.org for the specific registration dates and details for the LifeSmarts competition in your state.

WHERE CAN I LEARN MORE?

Check out www.lifesmarts.org to find resources and access the online competition. NCL staff and your state coordinator are available to answer any additional questions you have.