the Money Advice Service

UK Financial Capability Strategy

Call for evidence

Contents

Foreword

People's ability to manage money well is influenced by many different factors. Hundreds, if not thousands, of different players may influence those factors, including parents and teachers, schools and employers, businesses and government bodies. By identifying and better understanding those factors and influences we can improve how people manage their money – for all the benefits that follow for individuals, the economy and society as a whole.

The call for evidence signals the start of a process to develop a new UK strategy for financial capability. The strategy will set out a framework for improving the financial wellbeing of individuals in the UK and society as a whole and lay down a set of principles to guide the development of projects, programmes and interventions to increase people's financial wellbeing.

The paper sets out our understanding of financial capability and at the end we invite you to submit any evidence that you have which demonstrates clear, long-term impact (whether positive or negative) on people's money management behaviour, through the provision of information and advice interventions - ranging from preventative money advice, to crisis debt advice.

The provision of information and advice does not exist in isolation, and as we develop the strategy we will also seek to identity ways in which the regulatory, public policy, and industry landscape can be improved to help people become more financially capable.

This is the first step of what must be a collaborative process. A series of workshops across the UK will follow. We are looking to work with partners over the summer to reach a shared vision for the strategy, to agree its principles and objectives, and to begin to build the framework that will enable all of us to coordinate our individual efforts and resources to achieve the maximum possible benefit for UK citizens.

Thank you in advance for your input. We would be grateful if you respond to this call for evidence online at www.snapsurveys.com/moneyadviceservice by 26th July 2013. If you would like to contact us about this call for evidence, or the strategy, please email us at financialcapability@moneyadviceservice.org.uk. We will be consulting on the draft strategy in autumn 2013.

Section 1

1. Introduction to the UK Strategy for financial capability

Most people (research suggests up to 75%) worry about money. It is not just that people worry about not having enough, they also worry about managing what they do have. Money worries, such as coping with personal debt, are well documented as a key cause of stress. And poor financial management can lead to crisis in many forms including depression, unemployment and homelessness.

The causes of poor financial capability are wide and varied. Skills, knowledge, attitudes and motivations all play a role as do the opportunities afforded to an individual. Whatever the particular cause, helping people make the most of their money, to budget effectively, make informed decisions and, where necessary, adapt their behaviour benefits not only the individual but also society as a whole, through a greater collective wellbeing and through less reliance on credit and the state.

Building on the first UK strategy for financial capability, issued by the Financial Services Authority (FSA) in 2006, this call for evidence is an important step in the development of a new strategy for the five years 2014-2018. A strategy built on a robust body of evidence, evidence of work focussing on preventative money advice right through to crisis debt advice, will have a better chance of identifying and delivering effective interventions across the plethora of factors underpinning poor financial capability.

We envisage a strategy that provides a framework within which organisations across the UK can deliver programmes right through to 2018. A good strategy will allow gaps and duplication to be addressed and facilitate the sharing of best practice, thereby encouraging effective interventions. It must be flexible enough to respond to changes in the environment and provide a platform for continued innovation. Rather than laying dormant and failing to stimulate debate, the strategy must be a document well used by many, focusing all our efforts on driving financial capability and improving millions of people's lives.

2. The Money Advice Service and its role in the UK strategy

The Money Advice Service was set-up by government, with all party support, under the Financial Services Act 2010. Our statutory objectives are to:

- Enhance the understanding and knowledge of members of the public of financial matters (including the UK financial system);
- Enhance the ability of members of the public to manage their own financial affairs.

The Financial Services Act 2012 includes an amendment to our statutory functions with a specific responsibility for debt advice:

- Assist members of the public with the management of debt;
- Work with other organisations which provide debt services, with a view to improving:
  - (i) the availability to the public of those services;
  - (ii) the quality of the services provided;
  - (iii) consistency in the services available, in the way in which they are provided and in the advice given.

As the statutory body for financial capability the Money Advice Service will facilitate the development of the UK strategy - leading the collation of evidence and convening forums to ensure interested parties can input into the strategy's development. It will input learnings, including insight driven from its own primary and secondary research, and where applicable link to international work on national strategy development under the governance of the G20.

In the next few weeks the Service will publish a baseline study which provides a comprehensive insight into the financial wellbeing of the UK and includes insight gained from the largest ethnographic study into UK financial behaviour – Money Lives (see annexe B). In the autumn we will publish a draft strategy for consultation, reflecting findings from the call for evidence and the research. This will provide a further opportunity to comment on the emerging direction. To support this process we will hold workshops across the four countries of the UK and seek proactively to engage key stakeholders in discussion and debate.

3. Purpose of this call for evidence

The Money Advice Service is collecting evidence and views to inform the collaborative development of the second UK strategy for financial capability. The findings from this exercise will be used to populate an interactive database of interventions and evidence of impact, which will be made available for all interested parties later in 2013. This evidence-base will inform the development of the new strategy and enable delivery to be focused on the most successful interventions.

The scope of this work includes all UK interventions that seek to improve people's financial capability, and that of groups of individuals. We are aware of many interventions that improve skills, knowledge and opportunities and that change attitudes and motivations, however we do not believe we have a full picture and wish to map the interventions currently live. We are interested in understanding what interventions improve financial capability – particularly interventions that are corroborated by evidence of outcomes. We are interested in identifying and understanding programmes that prevent sub-optimal choices and drive effective use of financial products including, but not limited to, credit, saving, and insurance products.

Separate to this call for evidence, the Money Advice Service will be ascertaining what other drivers, in addition to information and advice, influence financial capability e.g. regulatory, public policy or industry practice. The draft strategy published for consultation in October 2013 will include recommendations for how these wider influences should be shaped to best improve financial capability across the UK.

This paper details our understanding of financial capability, building on from the 2006 FSA definition and utilising the UK's largest ethnographic study into financial capability. It briefly reviews the first UK strategy, identifying the key learnings and provides details of a new UK baseline tracker for financial capability which provides a means to measure and evaluate our progress.

Key to the success of the call for evidence is a number of questions aimed at expanding the evidence base of what financial capability solutions work, and exploring the practical issues for the strategy development. Please see annexe A for a full list of questions.

We are working closely with pfeg (Personal Finance Education Group) who are leading a separate call for evidence on behalf of the 'Take Charge' movement, ascertaining financial education and enterprise provision for young people from 4 – 25 years. We are collaborating closely on this separate call for evidence, and as such we would encourage you to submit details of any work you do with young people to the 'Take Charge' call for evidence as well as this one. We will work with pfeg to incorporate its findings into the draft UK Strategy.

If you would like further information about the Take Charge call for evidence please contact Monique Dall'Occo at Monique.Dall'Occo@pfeg.org. For additional information about the Take Charge mapping programme please visit:
www.takechargeuk.org/map

Section 2

4. Background: what is financial capability?

Financially capable individuals make informed decisions about how to use their money taking actions that reflect their aims and successfully balance both risk with reward and the short-term with the long-term.

The first UK financial capability strategy was underpinned by a model that identified three key determinants of financial capability: knowledge and understanding; skills; and confidence and attitudes. The FSA used these determinants to define financial capability.

Combining the underpinning research with more recent work on both consumer behaviour and behaviour change and also with our research 'Money Lives' - the UK's biggest ethnographic study into financial capability - has allowed the attributes of financial capability to be further broken down into five determinants:

Skills: the emotional, cognitive and/or behavioural skills and capacity to engage in the necessary thought processes for financial management.

Knowledge: the level of knowledge and awareness needed to find, understand and evaluate information in order to make financial decisions.

Opportunity: factors that lie outside individuals that either prompt their behaviour around finances or make it possible. This can refer to social opportunity (such as the networks people have), or physical opportunity (such as the location people live in).

Attitude: an expression of underlying beliefs that may influence behavioural intention and may be influenced by social norms.

Motivation: brain processes that energize and direct behaviour, which includes reflective (conscious) and automatic (unconscious) mechanisms.

Whilst these five key determinants make up an individual's financial capability these determinants are influenced by a person's experiences and personality (see figure 1). By understanding how people are influenced, or how their experiences impact on their choices, we can tailor interventions to meet their needs.

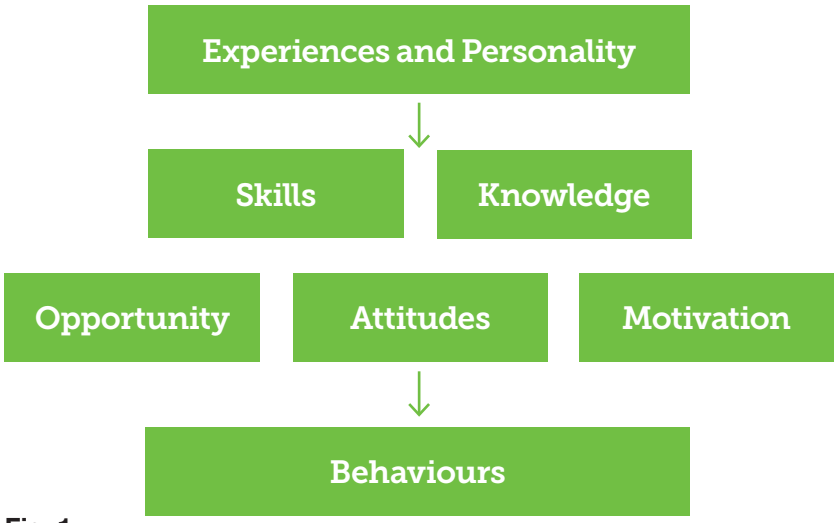

Fig. 1

Further information on these five determinants, the ethnographic study and an overview of how behavioural science suggests policy makers can influence people's behaviour can be found in annexes B and C respectively.

5. The first UK strategy for financial capability 2006-11

The first national strategy for financial capability - Financial Capability in the UK: Delivering Change – covered the period 2006-11. It was led by the FSA and its objective was to develop informed, confident consumers who are better able to take control of their finances.

The strategy was informed by the findings from a ground-breaking survey of the UK's financial capability in 2006, often referred to as 'the baseline', which allowed clear priorities to be established from the outset. The baseline measured the financial capability of adults across the country, identifying five core elements of capability: making ends meet, keeping track of personal money, planning ahead, choosing financial products and staying informed about financial matters.

To improve consumers' behaviour in the financial market, the strategy set a number of long-term measures to create an environment of sustained improvement over time, with a number of shorter-term measures to deliver a more immediate impact. These measures were set out in a seven point delivery programme which focused on: targeting schools, young adults, people in the workplace, new parents, improving impartial money advice and consumer communications, and increasing the availability of online tools.

The 2006 strategy was deemed successful. It exceeded its target of reaching 10 million people through its delivery programme, and perhaps more importantly, it changed the way we think about financial capability and the important role it has to play in UK society.

At around the same time, the Government set out its commitment to financial capability and published 'Financial Capability: the Government's long-term approach' in 2007. In this the Government identified a particular gap in the market for generic advice and commissioned an independent review led by Otto Thoresen to examine the feasibility of delivering a national approach to generic financial advice.

The Thoresen review reported in 2008, and concluded that there was a strong need and business case for a national service which would bring significant benefits to individuals and the UK's economy as a whole. Following a successful 'pathfinder' to test the approach recommended by Thoresen, the Money Advice Service has delivered a multi-channel national service for preventative money advice.

The FSA's delivery programme and the pathfinder indicated that interventions must be firmly rooted in an understanding of consumer needs and developed through a process of testing, evaluation and refinement. It also highlighted that targeting people facing key life events often resulted in successful interventions.

The programme further revealed the value of working through intermediaries trusted by the target groups and the need for a multi-channel approach to meet the needs of a broad range of users.

One indirect learning from the strategy is the need for a solid understanding of the impact of interventions. Effective measurement must be focused on the outcomes of initiatives not just on inputs, for example an increase in saving levels rather than the number of people going through a particular programme, in order to evaluate effectiveness and value for money. It is important therefore that this call for evidence focuses on evidence that demonstrates success in terms of programme outputs.

6. Financial capability tracker

Building on the first strategy, we have re-run and expanded on the FSA's 2006 quantitative UK financial capability baseline. This is an important piece of the UK financial capability jigsaw, enabling us to understand the 'state of the UK' and track our performance over time. The full report will be available in the coming weeks.

7. The need for a new UK strategy

This call for evidence, and the development of a new strategy, is taking place in a very different financial environment than the last. The economic downturn and the wider financial environment has ushered in a wider range of public policy changes to meet the current financial challenges which transfer the onus for money management and risk to the individual.

At the same time the current economic uncertainty is directly impacting on people's ability, behaviours, and attitudes towards improving or maintaining their financial resilience. For example, levels of personal debt since the last strategy have increased from £1.2 trillion to over £1.4 trillion. Personal debt directly impacts people's ability to plan, protect themselves or their dependents, or save for the future.

Consumer trust of financial institutions remains low. This distrust, combined with changes in the provision of advice, make it more important than ever that people are able, where appropriate, to confidently make their own financial decisions that are in their best interest.

We have seen shifts in the provision and use of financial products including the rapid rise of payday lenders as a source of credit embraced by some as a way to make ends meet. To understand and engage effectively in this market, consumers need to have the skills to choose and use the right products for themselves.

As people live longer, attitudes around retirement and working beyond this age will continue to change. People of all ages will need to think more carefully about how they will save for retirement, and for many in England how they can fund their 'care' needs if they are in ill health in the final years of their life. In the area of pension policy we will see the equalisation of the retirement age between male and females at 65 years for the State Pension in 2018 and will continue upwards, and the roll-out of pension 'auto-enrolment' will continue apace.

Technological changes are increasingly exerting significant influence on consumer behaviour. Looking ahead, we are likely to see increasing use of mobile phone payment systems to transfer funds between accounts and purchase goods. These technological developments may offer new opportunities and delivery platforms around advice and financial planning services and provide new tools to help people keep on top of their finances – in a personalised and tailored approach.

New technologies also bring new problems. For example they can create new forms of scams and some people will find it difficult to keep up with technological advances, finding themselves excluded from the best financial deals as a result.

The strategy which we will draw up during 2013 will be designed to ensure that the efforts and resources of all of those groups seeking to boost financial capability in the UK are joined up in order to help consumers make sense of this changing landscape and manage their own finances accordingly.

8. Process for strategy development

The development of the UK strategy for financial capability is led by the Money Advice Service but the success is dependent on the support and input of the many individuals and organisations that are active in improving financial capability both directly and indirectly. This call for evidence forms a key part of the process with the intention of mapping the interventions deployed across the UK together with evidence of success where available.

An online hub will be created to host the results of the mapping exercise, and provide a central library of academic thinking, research and international experience in the area of financial capability, which will make available insights into the best ways to affect financial capability. These insights will help establish better evaluation criteria which should be applied to initiatives across the broad spectrum of providers, and determine initiatives which are 'best-in-class'.

We will publish the body of evidence following the call for evidence as well as the on-going baseline study, the output of our ethnographic study 'Money Lives', and insight from international experience in both national strategy development and financial capability interventions. Workshops will be held to ensure everyone has an opportunity to input and discuss the emerging insight. These findings will then be developed with partners into a draft strategy which will be published for consultation in the autumn.

We are interested in evidence of interventions that have been successful in improving people's financial capability. Whilst not an exclusive list, we anticipate much of the evidence will follow these themes:

- Better money management: promoting better quality of information and advice
- Changing consumer behaviour: empowering buyers, improving the market
- Shaping the next generation: interventions from birth to being financially independent

9. Delivering the strategy

The success of the strategy will be achieved by creating the 'right' framework for delivery. Improvements in the UK's overall financial capability will only be achieved by establishing and supporting effective delivery solutions, which recognise and harness the skills of the numerous UK organisations already delivering financial capability programmes – it will be a broad coalition of organisations that support and deliver the strategy over the coming years.

Throughout 2014-18 those involved will need to refresh the strategy, adjusting to environmental factors, new insights and improving interventions.

10. Devolved nations

The importance of financial capability is recognised by nations across the UK. The strategy will recognise any differences that devolved countries may need to address to improve people's financial capability. We will work in partnership with all key government representatives and stakeholders to ensure their views are effectively represented, and take account of the financial capability work and strategies that already exist.

In Scotland, improving the nation's financial capability underpins much of the government's social policy work. It is seen as essential to increasing people's life chances and has been incorporated into its delivery programmes. In Wales, the Welsh Government has been implementing its own strategy and action plan, 'Taking Everyone into Account', launched in 2009. May 2013 has seen Northern Ireland launch its own financial capability strategy consultation with a series of events. The Department of Enterprise, Trade and Investment (DETI) has given us the opportunity to use these events to seek the views of the people of Northern Ireland as part of the call for evidence.

11. Next steps

The call for evidence will run for 10 weeks and close on 26th July. To respond to the call for evidence please fill in the online survey questionnaire found at the following link:
www.snapsurveys.com/moneyadviceservice
If you have any questions please contact us at this address:
financialcapability@moneyadviceservice.org.uk

The timeline for the call for evidence and development of the strategy is as follows:

- Thursday 16th May, call for evidence launched and circulated to stakeholders
- June to July, financial capability baseline research is published
- June to July, workshops held across the UK
- Wednesday 26th July, call for evidence closes
- Autumn, draft strategy published for consultation
- Autumn, workshops held across the UK
- Early 2014, draft strategy consultation closes
- Early 2014, publish UK financial capability strategy

Section 3

Annexe A: Questions

We would like you to answer the questions online a www.snapsurveys.com/moneyadviceservice. There are two sections to the questionnaire. The first section is a mapping exercise of financial capability interventions across the UK. It asks a series of questions about your organisation and the programmes you are involved in, which will help all us understand who is doing what, where and when. The second section focuses on what evidence beyond your organisation that you know of which improves financial capability.

Your Organisation

Please tell us whether your organisation is government, public, private, charity or voluntary sector. Where and what financial capability programmes, interventions, or support your organisation is involved in and what the programme start and end date is. Please include all interventions that focus on aspects of financial capability, from preventative information and advice, to crisis debt advice.

Q2 What evidence of impact / outcomes do you have for your programmes?

Evidence of impact

We are particularly interested in evidence which reveals what the successful programmes, drivers, or interventions are in improving financial capability. The evidence should clearly show how the improvement has been achieved, and what the level of impact has been.

The evidence may relate to, but not be exclusive of:

- What forms of information and advice provision are successful in achieving behaviour change?
- What forms of educational provision create a sustained and positive behaviour change?
- What successful 'nudge' type interventions have been successful in the public policy space, which if implemented would improve the situation for consumers when engaging with financial markets?
- What cross-sectoral or international interventions do you know of whose learnings could improve financial capability?
- What other barriers block an individual's ability to be financial capable, e.g. a person's location can impact on their access to services?

Q3 Please provide any evidence of projects, interventions, or research beyond those of your organisation, that positively impact on people's financial capability.

Q4 What projects or interventions do you know of that have failed to improve financial capability? Please provide evidence.

Q5 What physical barriers can impact on a person's financial capability? Please provide evidence.

We are working closely with the pfeg (Personal Finance Education Group) who are leading a separate call for evidence on behalf of the 'Take Charge' movement, ascertaining financial education and enterprise provision for young people from 4 – 25 years. We are collaborating closely on this separate call for evidence, and as such we would encourage you to submit details of any work you do with young people to the 'Take Charge' call for evidence as well as this one. We will work with pfeg to incorporate its findings into the draft UK Strategy.

If you would like further information about the Take Charge call for evidence please contact Monique Dall'Occo at Monique.Dall'Occo@pfeg.org. For additional information about the Take Charge mapping programme please visit: www.takechargeuk.org/map

Annexe B: The 'Money Lives' research study

Background

In March 2012, the Money Advice Service commissioned Ipsos MORI, the UK's largest independent research agency, and its academic partners to conduct a ground-breaking and innovative project into people's relationship with money.

Moving beyond a definition[1] based on skills and knowledge, we are exploring the behavioural drivers of financial capability, such as opportunity, attitudes and motivation. The result will be a refined definition of financial capability which considers how context, environment, culture, seasonal changes and aspirations influence and change people's financial capability.

The research will be published in the next few weeks.

The research

The research comprises three key elements:

Understanding the context	■ Review of latest behavioural economics publications. ■ Pilot stage to test the approach.
Understanding the role of money in life	■ 72 households recruited, each visited four times. Half of these are filmed. ■ Monthly calls to each household. Half also completed a financial diary every month.
Understanding the impact of life events	■ 48 in-depth interviews conducted with people who have recently experienced a significant life event such as buying a house, having a baby or experiencing a bereavement.

[1] Measuring Financial Capability: an exploratory study, Financial Services Authority Consumer

Intervention design

In order to develop the interventions we drew on two existing academic behavioural economics theories[2] to develop a spreadsheet which we used to code participants' financial behaviour around three areas:

1. Keeping track of finances
2. Living with means
3. Planning ahead

Using these codes, we were able to identify both positive and negative real life examples of financial behaviour. We categorised these examples into five key drivers: behaviour, skills, knowledge, opportunity, attitudes, and motivation. These are explained further below.

Skills and knowledge

Skills and knowledge are defined as the individual's psychological and physical capacity to engage in the activity concerned. Psychological competence includes having the necessary knowledge and skills and also possessing the competency to engage in the necessary thought processes such as comprehension, reasoning and so on. It can be achieved through imparting knowledge or understanding, training emotional, cognitive and/or behavioural skills. Physical competence can be achieved through physical skill development which is the focus of training.

Opportunity

Opportunity is defined as all the factors, social and physical, that lie outside the individual that make the behaviour possible or prompt it. Social opportunity, influenced by external factors, dictates the way that people think, including the set of shared values and practices that characterize institutions and groups. For instance, our research indicates people who are from a traditionally working class background are typically more anxious about their financial situation – even if they are now relatively affluent. This is because they have a history of needing to account for what they spend, and only buying what they need. Additionally, those from a strong community or who are well networked have the social opportunity at their disposal to get informal help and advice.

Physical opportunity relates to the infrastructure or technology available for people. Even when people have the necessary skills, knowledge, attitudes and motivations around managing their money they can be restricted from behaving in a financially capable way due to external factors outside of their control. For example, older participants or those from lower socio-economic groups may lack access to technology which prohibits them from managing their money in a way that might be beneficial to them. And those in rural areas may lack both physical opportunities (in the form of access to services and institutions) and social ones (through being part of a strong, closely knit network from which they are able to seek advice).

[2]S. Michie, M.M. van Stralen, R. West, (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interventions.
'MINDSPACE: Influencing behaviour through public policy.' Cabinet Office/Institute for Government. P. Dolan, M. Hallsworth, D. Halpern, D. King, and I. Vlaev, (2010).

Attitudes

The research identified a diverse range of distinct attitudes and identified the common attributes of people's attitudes towards money, i.e. some people feel stressed, are disorganised and find decisions difficult, while others are confident, organised and like taking risks.

The research finds that attitudes, more than demographic indicators such as age or income, are the principal influences on how people manage their money. It is these attitudes - combined with the big events and life changes people face - that are most likely to determine whether people need and indeed seek help with their money and whether they are in good financial shape for the future.

This analysis also suggests that advice can be made more impactful if it is tailored to reflect these different attitudes to money. For example, some people like very detailed advice, while others prefer a summary. Saying 'people like you do this' works well for some, but not for others. The more people reveal about themselves, the more advice can be tailored to reflect these different attitudes.

Motivation

Motivation includes belonging (need for strong, stable relationships, and affiliation), understanding (need for shared meaning and prediction), control (need for perceived contingency between behaviour and outcomes), self-enhancing (need for viewing self as basically worthy or improvable), and trusting (need for viewing others as basically benign).

Annexe C: Influencing people's behaviour

Insight from psychology and sociology, appropriately applied, has the potential to enhance the impact on people's behaviour of information, education and advice. Behavioural economics starts from the position that people's cognitive biases dramatically impact on their decision making process. Cognitive biases particularly relevant to managing money include procrastination, regret and loss aversion, mental accounting, status quo bias and information overload. As a result of behavioural economics research it is now widely accepted that people do not always act in their 'rational best interest' and that the situation within which our choices are made has a profound effect on our behaviour - even when we are provided with the correct information or have the right education.

Our research, 'Transforming Financial Behaviour: developing interventions that build financial capability' sets out the two general models for population-wide behaviour change that have emerged in recent years:

- The first intervention that aims to change behaviour is the provision of information, education and tangible incentives, alongside regulation and legislation. These interventions seek to change behaviour by 'changing minds' through impacting upon skills, knowledge, attitudes and motivation. This is the traditional route of public policy and the standard economic model. The presumption is that citizens and consumers will analyse the various pieces of information from politicians, governments and markets, the numerous incentives offered to them and act in ways that reflect their best interests.
- The second form of intervention to change behaviour is by changing the environment within which the person acts and where information, or education, has little to no impact. This model reflects the reality that people can act irrationally against their best interests. It also provides new tools such as "nudging" people to act in their best interest.

Building on these two interventions the mnemonic MINDSPACE framework (fig 2) captures the wider influences on people's behaviour and reveals that the strongest influences on people's behaviour are largely situational and contextual.

Messenger	We are heavily influenced by who communicates information
Incentives	Incentives give us good reasons for taking action (e.g. a reward or avoiding losses)
Norms	We are strongly influenced by what others do
Defaults	We 'go with the flow' of pre-set options
Salience	We are drawn to things that are novel, relevant or simple
Priming	We can be influenced by sub-conscious cues (e.g. words, pictures)
Affect	Our emotions can powerfully shape our actions
Commitments	We seek to be true to our word
Ego	We act in ways that make us feel better about ourselves

Fig. 2

A growing body of evidence indicates that to have the greatest impact on financial capability we need to combine more traditional interventions – regulation, information and education – with the creation of contexts and environments that support behaviour change.

To understand better how behaviours are established we commissioned a review of evidence of habit forming and learning in young people, which will be published shortly. The review looked specifically at pre-school age children and concluded that key habits and behaviours in general are largely fixed by the age of seven. Specifically in relation to money management, the review concluded that seven-year-olds are able to count and to understand the terms 'saving,' 'earnings' and 'income.' This suggests that there may be scope to help children learn positive behaviours in relation to money – for example, the ability to defer instant gratification – at an earlier age than is common practice now, and points to the importance of engaging parents, and primary school teachers in the process.

Financial education should also look to imitate successful behavioural interventions from other areas of educational practice. In a review of best practice in educational behaviour chance interventions published in 2012, we proposed that we can learn 'what works' in other youth behaviour change interventions such as sexual, smoking or alcohol educational programmes and build these findings into the financial capability programmes and evaluation framework. In terms of the impact of current financial education interventions, the review concluded that, while there is strong support for these programmes, the evidence of impact is predominantly anecdotal from case studies.

It also revealed that there is a lack of coherent evaluation measures across the programmes to fully understand what the overall success or impact of these interventions were. There is a need to establish best practice for the evaluation of education programmes in order to maximise impact on long term behaviour and achieve the greatest value from resources. The Money Advice Service will be taking forward work in partnership with others to develop a common Code of Practice.

the Money Advice Service

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