

*Small Steps to Health and Wealth*TM Concept Paper



Objectives

- To integrate Cooperative Extension health/nutrition and personal finance programming
- To provide resources to help Americans simultaneously improve their health and personal finances
- To document improvements in the health and wealth of Americans by:
 1. encouraging them to set personal health and wealth goals
 2. teaching common behavior change strategies that can be applied to both health and wealth
 3. monitoring and aggregating participant progress over time via the use of technology
 4. researching program impacts and health-wealth connections.

Six Program Components

- ◆ Annotated PowerPoint® slides (available on CD-ROM) for a two-hour face-to-face program for consumers, including class handouts and an evaluation form
- ◆ *Small Steps to Health and Wealth*TM Web Site, including an online presentation, 35 downloadable fact sheets, educational posters linking health habits and wealth building, and links to additional resources
- ◆ *Small Steps to Health and Wealth*TM workbook published by NRAES (see www.nraes.org)
- ◆ Online enrollment form and impact evaluation data base developed as part of the *Small Steps to Health and Wealth*TM Web site by Arizona Cooperative Extension and the Take Charge America Institute for Consumer Financial Education and Research at the University of Arizona.
- ◆ *SSHW* capacity building/training for Extension faculty nationwide
- ◆ Research on *Small Steps to Health and Wealth*TM program impact and health-wealth connections

References

Hollerich, A. 2004. *The health and wealth factors*. Gahanna, OH: Brass Ring Productions, Ltd.

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O'Neill, B. Small Steps to Health and Wealth. *The Forum For Family and Consumer Issues*, (December 2004), 9(3), 8 pages. Retrieved at www.ces.ncsu.edu/depts/fcs/pub/9_3/smallsteps.html.

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