



**FoolProofMe**  
Use Caution. Question Sellers. Rely on Research.

## What Happened at the Newseum News Conference January 8?

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### What did the four consumer groups endorse?

They endorsed two of the FoolProof Foundation's resources—both developed by our Walter Cronkite Project:

- Our just-released **Consumer Life Skills Curriculum for middle schools**. Its messaging is unique, and typical of all FoolProof messaging. Visit [www.foolproofmiddleschool.com](http://www.foolproofmiddleschool.com).
- Our **Consumer Life Skills Curriculum for high schools**. Students made 41 million page views of this curriculum during the 2016-17 school year. About 5000 schools are using it. **Watch the teacher video:** [www.foolproofteacher.com](http://www.foolproofteacher.com)

### What makes FoolProof's curriculums so different from other major resources?

- FoolProof teaches healthy skepticism!
- FoolProof's curriculums are based on teaching the importance of questioning all advertising and marketing, resisting impulse buying, and making healthy skepticism a life-long habit.
- None of those skills are consistently taught in the financial literacy resources influenced by businesses whose primary interest is profit.

### Are FoolProof's curriculums real curriculums?

- FoolProof provides real, thorough curriculums: they have rigor. Our curriculums meet all the Council for Economic Education standards and guidelines for financial competency. And we're 21<sup>st</sup> Century Learning compatible.

### Do these curriculums add a workload to teachers?

- Definitely not! Our curriculums are virtually turnkey. Students even register themselves.

### Sample FoolProof messages:

- **Our message on debt:** Debt may be necessary, but debt is not “good.” And debt is not fun. Rarely will you hear that message in resources supported by businesses that make money from consumer debt.
- **Our position on branded characters:** They’re not your friends. They’re marketing tools designed to manipulate you.

### So, is FoolProof anti-marketing or advertising?

No. As Will deHoo, FoolProof’s founder, said at the Newseum conference: “We use marketing, too. We’re doing it right now.

FoolProof just believes young people need to learn both sides of the story—and we think we’re the resource to present the other side of the for-profit marketers’ story.”

FoolProof is an educational resource. We are not an advocacy group.

We’re enormously proud of the experts and consumer groups endorsing our curriculums. But our job is helping teachers and school systems.

### Do the FoolProof curriculums have to be used exclusively, or can they be used to supplement other resources?

Our curriculums are designed to be stand-alone, but they’re very effective as a supplement to a school’s existing financial instruction.

### What did Walter Cronkite have to do with FoolProof?

He’s the reason FoolProof exists. [It’s a lovely story.](#)

### Who guides FoolProof’s work?

- Three terrific boards and advisory committees. [Check out our team.](#)

**Does FoolProof have other resources other than the school curriculums?** Yes. Here’s a look:

- A real-time **consumer website for adults.** Check out [www.foolproofme.com](http://www.foolproofme.com).
- A complete—and interactive—**website on impulse buying** (How much do you waste on impulse buying?) [Find out.](#)
- A complete **student loan guide.** We believe it is unique, too. [Take a look.](#)
- Our interactive modules for **college-aged young people:** [www.foolproofsolo.com](http://www.foolproofsolo.com).