



**FoolProof**  
**FOUNDATION**  
Use Caution. Question Sellers. Rely on Research.

## FoolProof Middle School Curriculum Fast Facts

***If you're press:***

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(303) 918-1634

***If you're a teacher or educator:***

Sign up for an account at [foolproofteacher.com](http://foolproofteacher.com)

**What is FoolProof announcing here?** The first life skills curriculum for middle school students that challenges the marketing industry's grip on the habits of young people.

**Details about FoolProof's new middle school curriculum.**

- The curriculum immerses middle school students in the importance of:
  - Healthy skepticism
  - Trustworthiness
  - Personal responsibility
- We've developed 9 highly interactive web-driven "modules."
- We cover around 20 topics in these 9 modules:
  - Who will be in charge of your life?
  - How to "FoolProof Yourself."
  - Why you can't have and do everything.
  - Who and what should you trust?
  - How to know when people are working you.
  - Understanding opportunity cost.
  - Why you shouldn't automatically accept advertising messages.
  - Why debt may be necessary but is seldom 'good.'
  - How to stay out of trouble online.
- Young people do all the teaching.
- 40 videos and animations engage the students.
- The curriculum is virtually turnkey for teachers and mentors.
- It's fully compliant with the Council for Economic Educations standards and guidelines.
- It's free from commercial influence, free of advertising, and completely free to end users.
- You can watch videos and see what we teach by just scrolling through our web page at [www.foolproofmiddleschool.com](http://www.foolproofmiddleschool.com).

***The FoolProof Foundation***

516 Delannoy Avenue • Cocoa • Florida 32922  
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**Details about FoolProof:**

FoolProof is a 501c3 Foundation which provides financial literacy resources to young people and adults.

About 5,000 schools currently use our high school financial literacy curriculum.

**Shaped by educators, experts, and consumer advocates, not by marketers.** Our life skills resources are the only curricula in the United States endorsed by the National Association of Consumer Advocates, the Consumer Federation of America, Public Citizen and the Campaign for a Commercial-Free Childhood.

*Review the FoolProof Foundation website [here](#).*

**What does Walter Cronkite have to do with FoolProof?**

FoolProof exists because of Walter Cronkite.

In 2003, Cronkite's enthusiastic support of a young consumer advocate named Will deHoo led to the creation of FoolProof.

Walter Cronkite was engaged with FoolProof for the remainder of his active life. Cronkite actually gave FoolProof its mantra: Use Caution. Question Sellers. Rely on Research.

Walter Cronkite IV continues his grandfather's work as an active member of The FoolProof Foundation's Walter Cronkite Committee.

*Watch FoolProof's Walter Cronkite Project video [here](#).*

**Other websites:**

The FoolProof Foundation: [www.foolprooffoundation.org](http://www.foolprooffoundation.org)

The FoolProof Walter Cronkite Project: [www.cronkiteproject.org](http://www.cronkiteproject.org)

**Praise for our curriculum:**

"The staggering amount of time pre-teens spend on digital devices makes them particularly vulnerable to marketers.

FoolProof's Middle School Curricula provides a powerful antidote. It empowers kids at a critical time in their development by teaching healthy skepticism.

Kids who use the curricula will be better equipped to avoid scams, resist impulse buying and recognizing manipulative marketing techniques.

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The curriculum is a strong tool for teachers to introduce the core concepts of debt, informed decision-making, and materialism –we’d love to see it in every school!”

*Josh Golin, Executive Director  
Jean Rogers, Screen Time Program Manager  
Campaign for Commercial-Free Childhood*

“Most financial wellness classes around the world teach students that financial well-being requires nothing more than knowledge about the financial products available today and trust in the financial system.

FoolProof’s program for middle schoolers teaches students how the financial system /really /works — including the fact that businesses and financial firms often try to take advantage of them.

But FoolProof’s program does not stop there.

It also teaches kids how they can determine which information is and is not trustworthy. It teaches them how they can develop habits that will help them avoid financial distress. And it teaches them how they can assess the amount of debt they can handle.

These are lessons that will last a lifetime, no matter how financial product offerings change.”

*Lauren E. Willis  
Professor of Law and Rains Senior Research Fellow,  
Loyola Law School Los Angeles*

*Author, The Financial Education Fallacy and Against Financial Education Literacy*

"As a psychologist who, for 25 years, has been researching the problems associated with materialistic values and consumerism, I’m so pleased to see FoolProof’s new curriculum for middle-school students.

I think it is clear, clever, and engaging, and I really like how it talks straight to kids about the ways that marketers and corporations are trying to manipulate and profit off of them.

I strongly encourage teachers and parents to give FoolProof’s curriculum a look and decide if they think it is right for the children in their lives."

*Tim Kasser, Ph.D.  
Professor & Chair of Psychology  
Knox College*

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