



**WA partnership**



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# Consumer Education: Exploring the possibilities

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# What do we mean by Consumer Education?

- **Skills**
- **Knowledge and understanding**
- **Attitudes and behaviour**

**= Confident (and more effective) consumers?**

# Who needs Consumer Education?

➤ **All of us?**

➤ **Particular groups of consumers?**

- Vulnerable consumers
- Young people
- Older people
- Those on low incomes or unemployed
- Ethnic minorities

**... and how do we reach them?**

# Mechanisms for delivery?

- **Planned programmes of consumer education**
- **Information**
- **Advice**

# Consumer Education in practice

- **What do consumers need and when?**
- **What are the life stage opportunities?**
- **Where might the gaps be?**
- **What are the future opportunities for Consumer Education**

**... and who should be involved in the delivery?**