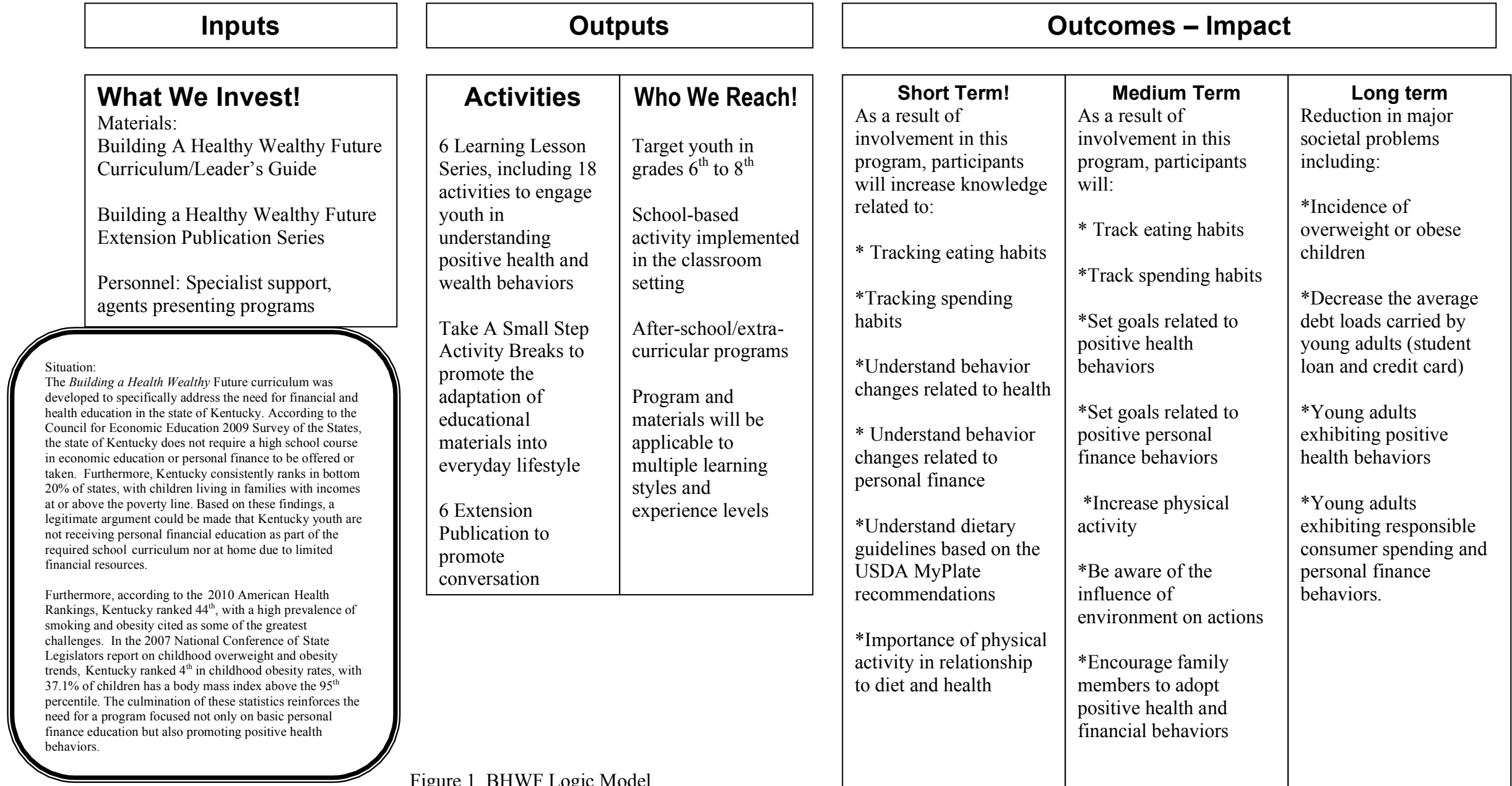


Building a Healthy Wealthy Future Logic Model



Situation:
The *Building a Health Wealthy Future* curriculum was developed to specifically address the need for financial and health education in the state of Kentucky. According to the Council for Economic Education 2009 Survey of the States, the state of Kentucky does not require a high school course in economic education or personal finance to be offered or taken. Furthermore, Kentucky consistently ranks in bottom 20% of states, with children living in families with incomes at or above the poverty line. Based on these findings, a legitimate argument could be made that Kentucky youth are not receiving personal financial education as part of the required school curriculum nor at home due to limited financial resources.

Furthermore, according to the 2010 American Health Rankings, Kentucky ranked 44th, with a high prevalence of smoking and obesity cited as some of the greatest challenges. In the 2007 National Conference of State Legislators report on childhood overweight and obesity trends, Kentucky ranked 4th in childhood obesity rates, with 37.1% of children has a body mass index above the 95th percentile. The culmination of these statistics reinforces the need for a program focused not only on basic personal finance education but also promoting positive health behaviors.

Figure 1. BHWF Logic Model