



How to advance the National Financial Literacy Strategy

Build just-in-time financial knowledge and confidence

The aim of this building block is to enable more Canadians to have the information they need at the right time, along with the understanding, skills, and confidence to use that information to achieve their financial goals.



Actions that stakeholders can take

- Before they commit to a financial product or service, help consumers understand the key facts about it, including its costs, risks, benefits, and limitations.
- Provide and direct consumers to trustworthy and unbiased financial advice and resources, for example, certified financial advisor, Government web resources¹.
- Encourage consumers to be realistic about their future income and expenses when making important financial decisions, and to seek qualified, trustworthy advice when making a financial plan.

¹ FCAC provides resources on the [Canada.ca](https://canada.ca) website, organized by themes such as Debt and borrowing and Financial tools and calculators. Each theme has topics such as Loans and lines of credit, and subtopics such as Payday loans.

Make change that counts!
canada.ca/financial-literacy