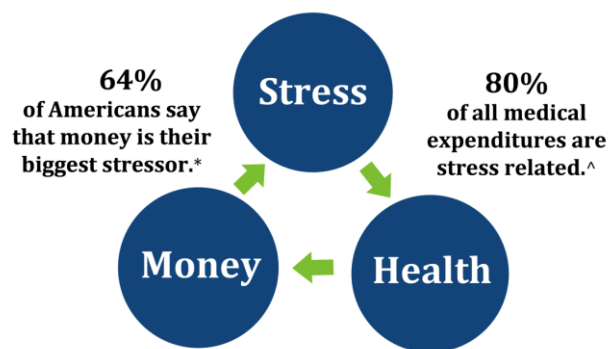




SHAWN B. YOUNG

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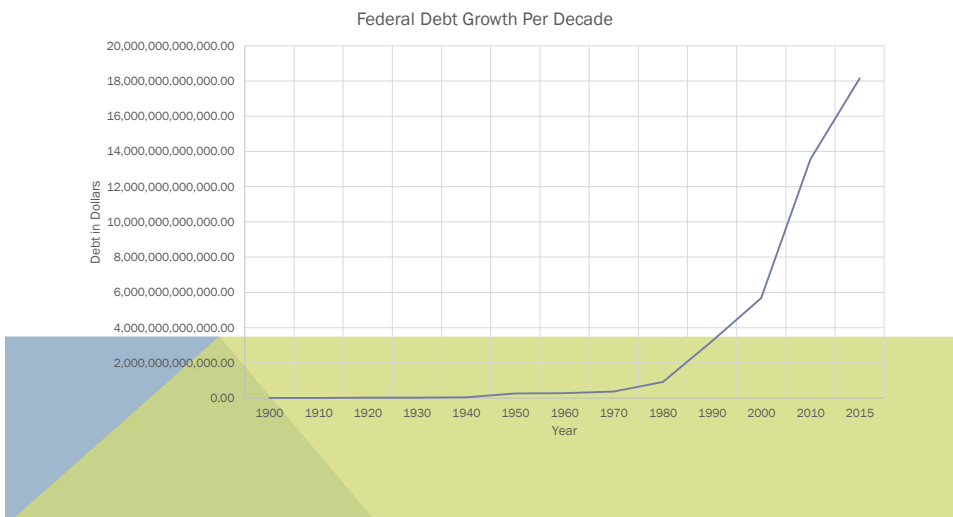
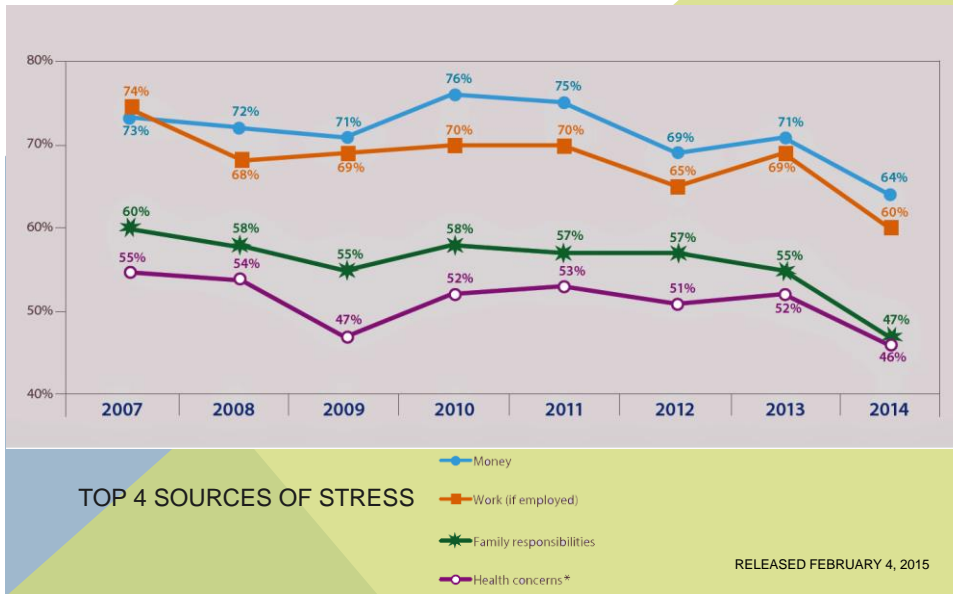
**The Number One cause of personal bankruptcy in the U.S. is due to health related debt.#**

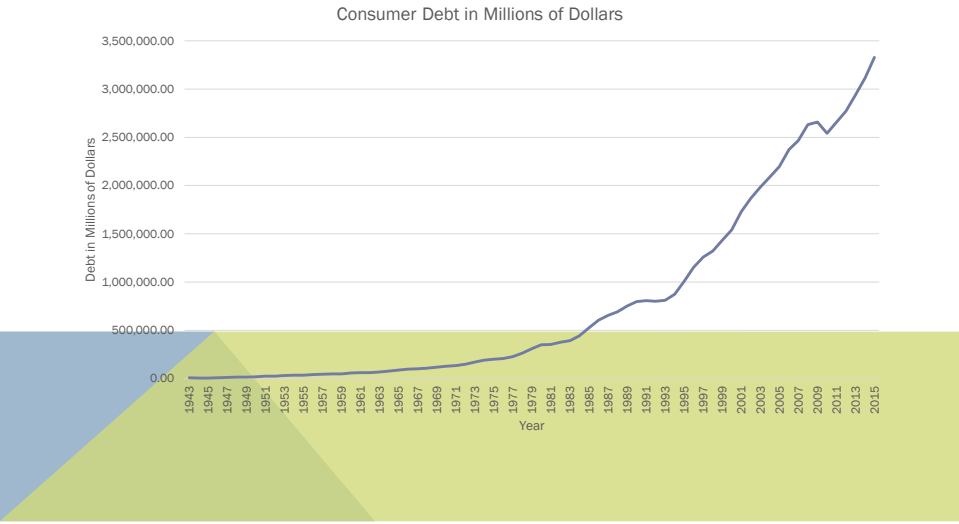
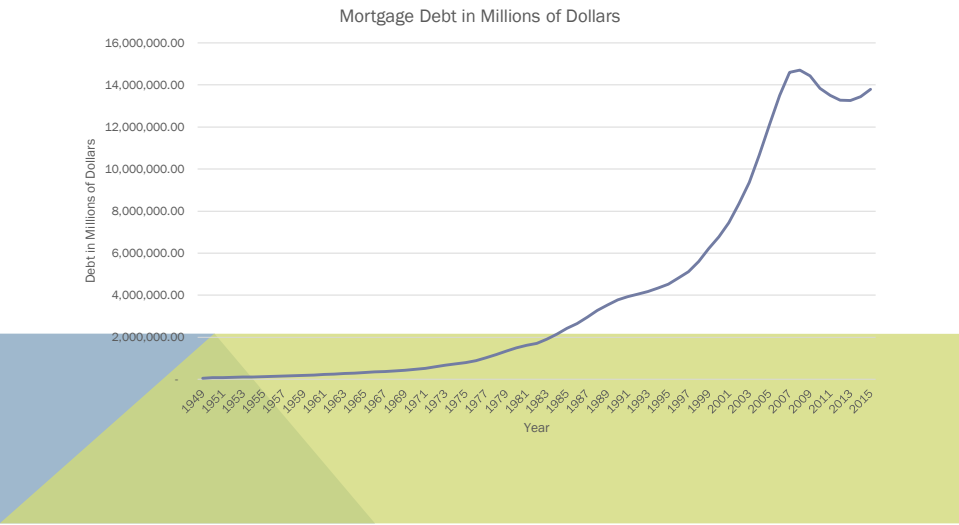
\*American Psychological Association  
^ Center for Disease Control  
# Harvard University

**Money** is one of the most frequently reported causes of **stress**.  
**Stress** is one of the most influential determinants of **health**.  
**Poor health** is one of the largest burdens on personal **finances**.

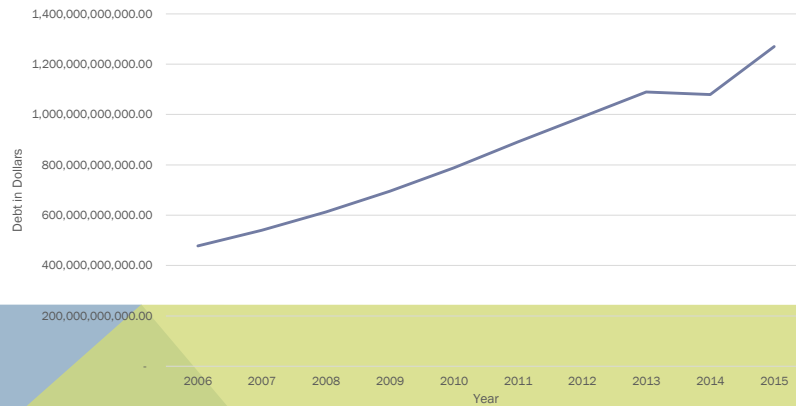
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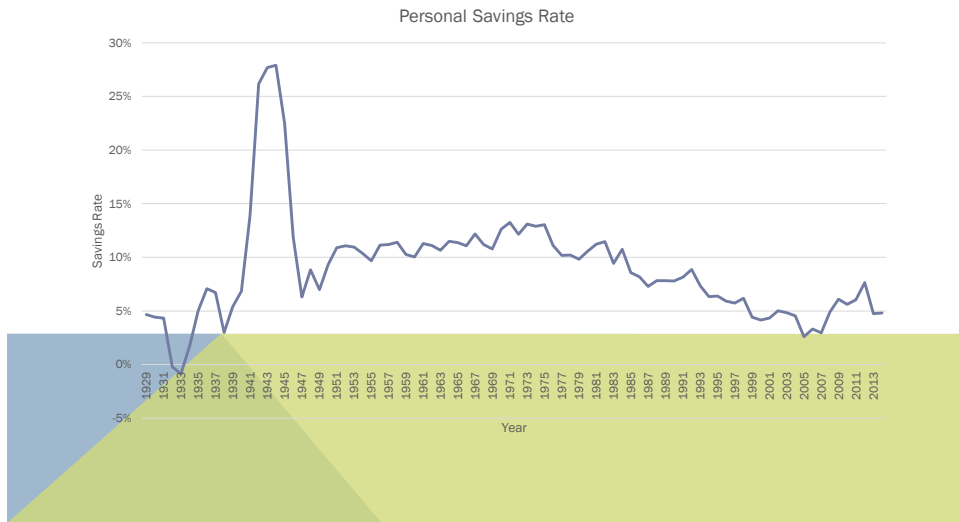
## STRESS IN AMERICA™ PAYING WITH OUR HEALTH





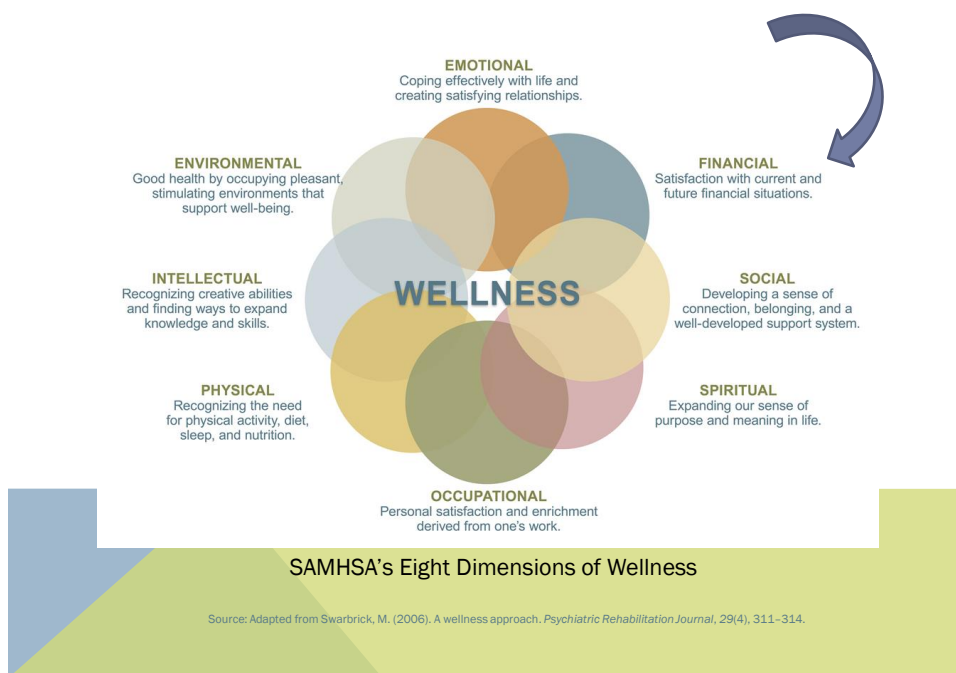
Total Student Loan Debt



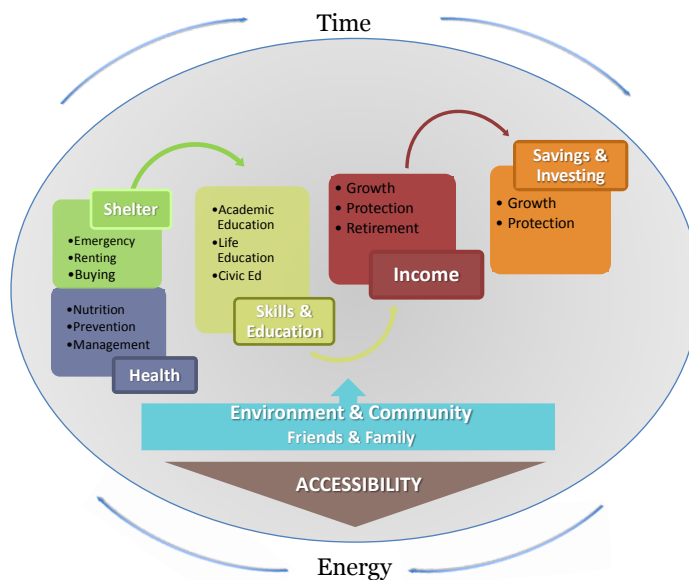


Financial Health is the dynamic relationship of one's Financial and economic resources as they are applied to or impact the state of physical, mental and social well-being.





## ASSET BUILDING CONTINUUM



# SCARCITY & STRESS FOR ORGANIZATIONS, BUSINESSES & EMPLOYEES



## SCARCITY AND BANDWIDTH

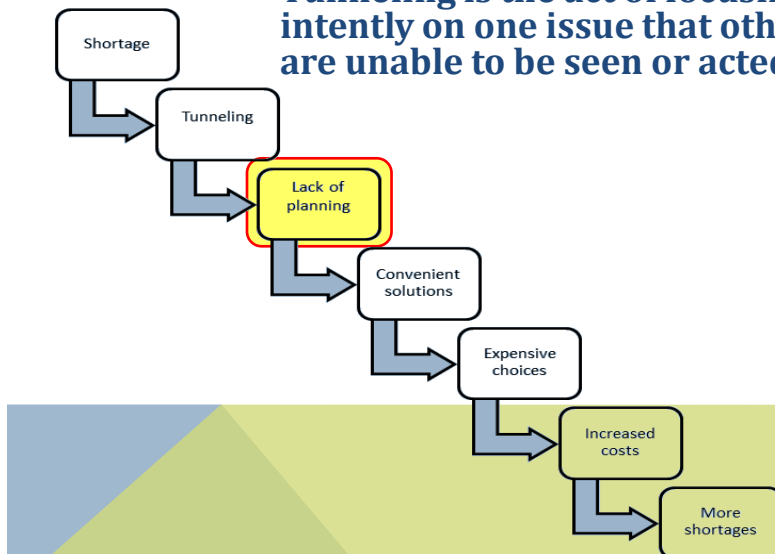
Scarcity is defined as “having less than you *feel* you need.”

(Mullainathan and Shafir)

Bandwidth is our brain’s computational capacity, ability to pay attention, make good decisions, stick to plans and resist temptations (*Scarcity*, pg. 42).



**Tunneling is the act of focusing so intently on one issue that other issues are unable to be seen or acted upon.**



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## SCARCITY TO STRESS

- “Scarcity” is defined as a feeling.
- If that feeling of “Scarcity” leads to a physiological response, the person would then be experiencing “stress.”
- What happens when we’re stressed....?



## SOME PREFERRED STRESS COPING RESPONSES

- Stress mgmt classes
- Maladaptive coping techniques
  - Eating
  - Drugs/Alcohol
  - Others?

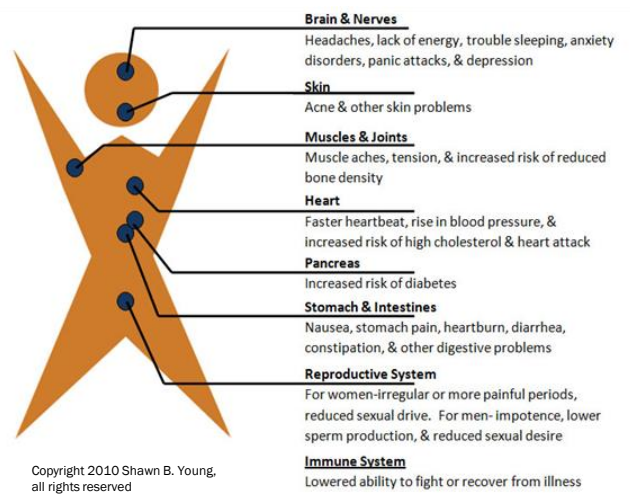


## WHAT DOES STRESS DO TO US ON THE JOB?



- 62 percent of employees have high levels of stress, with extreme fatigue/feeling out of control.
- 34 percent lose 1 hour or more per day in productivity due to stress.
- 31 percent miss 3 to 6 days per year due to stress.
- 15 percent miss more than 6 days per year due to stress
- 83 percent of employees report they are under financial stress.
- Evidence from two occupational cohorts suggests strong associations between economic difficulty and poor sleep.
- Fatigue-related productivity losses were estimated to cost \$1967/employee annually.
- Changes in economic difficulties predict subsequent sickness absence even after considering income, baseline health and other covariates. Thus economic difficulties should be considered when addressing causes of sickness absence.

## ULTIMATELY, CHRONIC STRESS LEADS TO LONG-TERM HEALTH ISSUES



## SOME QUICK FACTS ABOUT STRESS

### Stress impacts cognition

- Your brain is built to deal with stress that lasts about 30 seconds. The brain is not designed for long term stress when you feel like you have no control.
- Severe stress lasting weeks or months can impair cell communication in the brain's learning and memory region.
- Stress lasting as little as a few hours can impair brain-cell communication as well.
- Stress damages virtually every kind of cognition that exists. (Memory and executive function, cognitive capacity, motor skills, ability to sleep.)

**STRESSED BRAINS DON'T LEARN  
THE SAME WAY.**

JOHN MEDINA—BRAIN RULES



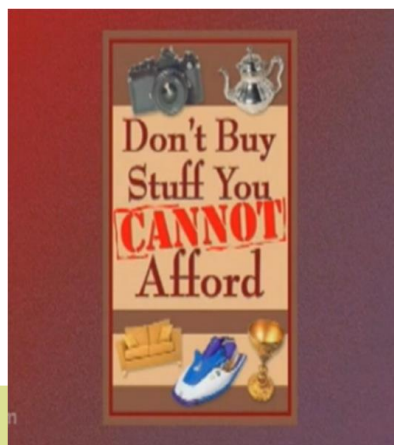
### STRESS IMPACTS EXECUTIVE FUNCTION

We use Executive Function to direct attention,  
initiate an action,  
inhibit an intuitive response,  
or resist an impulse.

Reduced Executive Function hampers Self-Control.



*The impact on Executive Function and Cognitive Capacity is important because this is where most financial and health education programs focus their efforts. There is an assumption that we are all operating at the same level all the time.*



## RATIONAL BEHAVIOR EDUCATION



- *Homo Economicus*
- Most behavioral education and training is based on the idea that humans are totally rational and if provided with a good rationale as to why a behavior should be changed, the human will naturally see the benefit of such a change and quickly adapt the new behavior.

Some unknowns we are dealing with when helping someone make a change

**LOSS AVERSION**  
**STATUS QUO BIAS**  
**HEDONIC ADAPTATION**

## GOALS & BARRIERS EXERCISES

SMART-BOW

OPP COST

RBE

PROCESS

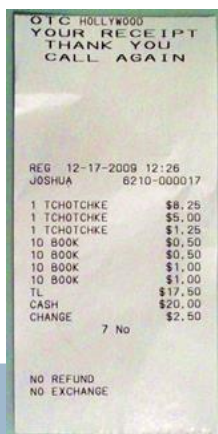


## VALUES & BEHAVIORS EXERCISE





## FINANCIAL TOOLS

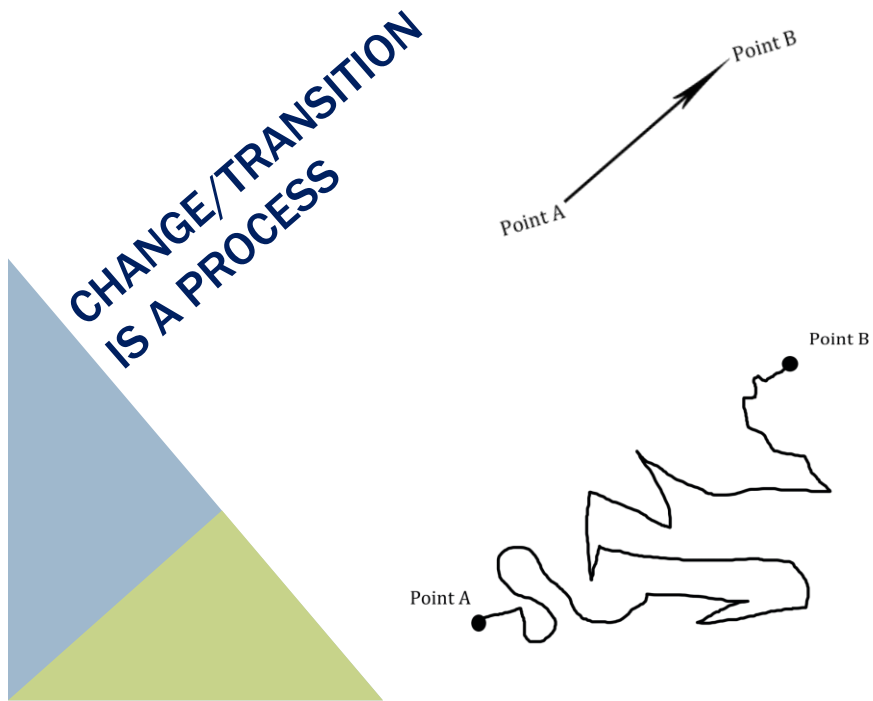


### Receipt Exercise

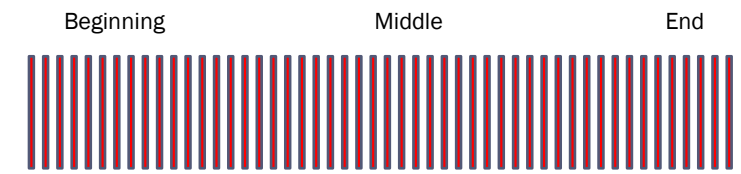
Requiring yourself to ask for a receipt will make you aware in that moment that you are **willfully allowing money to leave your possession.**

[illegible][illegible][illegible]

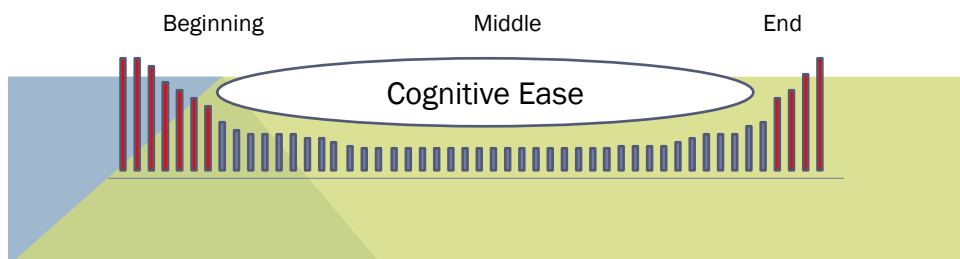


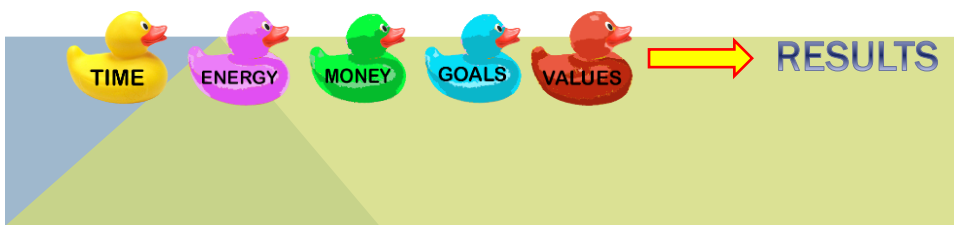
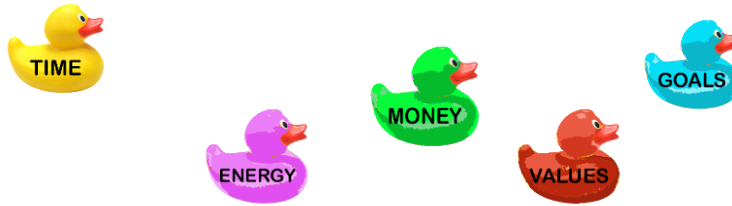


### New Activity



### Familiar Activity





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