



# How to advance the National Financial Literacy Strategy

## Support increased digital access and digital literacy

The aim of this priority is to ensure Canadians are equipped with the digital resources, tools, and skills they need to participate fully in today's increasingly digital financial marketplace.

### What FCAC will do

- Lead by example in building, testing, and providing reliable digital financial resources and tools targeted to a diverse audience with various competency levels (for example, FCAC Budget Planner and other online tools).
- Collaborate with partners to strengthen digital financial literacy and access.
- Test and validate resources that will help consumers avoid online financial fraud and scams.

### If you are in the financial services industry<sup>1</sup>

- Test and build financial tools, resources and services that are appropriate for audiences with a diverse range of digital access and skills; provide non-digital alternatives when needed.
- Leverage online platforms to reach consumers "just-in-time".
- Include opportunities for financial learning that incorporate digital literacy and education about how to avoid online fraud and scams in financial literacy initiatives for consumers.

### If you are a regulator or government body

- Consider how to minimize the barriers created by unequal access to reliable and affordable digital technology and tools, particularly for vulnerable populations.
- Expand access to digital literacy and skills development, including fraud avoidance.
- Focus financial literacy initiatives through technologies and platforms that Canadians prefer and already use.

### If you are a financial literacy community group

- Incorporate digital literacy skills training in financial literacy training including how to complete forms, security, safe searching, and scams.
- Help improve consumers' ability to find and authenticate financial information, products, and services online. This includes their ability to evaluate financial tools and technologies and their effectiveness for their personal financial situations, as well as their ability to understand terms and conditions and privacy policies.

<sup>1</sup> Financial services industry includes banks, credit unions, fintech businesses, insurance companies, financial advisors, etc.

**Make change that counts!**  
[canada.ca/financial-literacy](https://canada.ca/financial-literacy)

