

# **UW-Extension: Youth and family educator Paula Hella Wins State Award**

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UW-Extension Youth and Family Educator, Paula Hella was recently awarded the Wisconsin Extension Association of Family and Consumer Sciences (WEAFCS) Mid-Career

Award for her leadership and accomplishments on several initiatives to build financial capability with families and strengthen executive functioning skills in young children.

WEAFCS presents this award annually to an experienced educator who demonstrates leadership and excellence in programming.

As co-chair of the “Dollars During Development” (3D) workgroup, Hella reviewed children’s stories and created book guides for submission to the Consumer Financial Protection Bureau (CFPB) for use in the national Money as You Grow (MAYG) book club. “MAYG” uses children’s books to encourage positive conversations about using money and strengthen the executive functioning skills necessary for financial capability in later life.

CFPB published the book guides, and credited 3D in their MAYG implementation guide. The guides are free and available nationally.

Hella also created a professional development workshop for child care workers that

focuses on the importance of reading aloud to children, the importance of executive functioning skills in youth, and using literature to build these skills.

WEAFCS presented Hella with the award at the 2018 Wisconsin Extension Association of Family and Consumer Sciences banquet in Wisconsin Dells in May.

WEAFCS is the Wisconsin Affiliate of the National Extension Association of Family and Consumer Sciences (NEAFCS). The organization educates and recognizes Extension professionals who improve the quality of life for individuals, families and communities.