



# CHARACTER PLAYBOOK™

## YOUTH SUCCESS

Character Playbook™ is the NFL and United Way's signature digital program that trains middle school students on how to cultivate and maintain healthy relationships, make good decisions and step in when they see questionable activity. To date, more than 83,000 students in nearly 1,000 schools across the nation have used Character Playbook as a tool for personal development.

It has been provided free of charge to United Ways and the schools they serve in all 32 NFL markets. A limited number of non-NFL market United Ways have been able to leverage the opportunity for their communities as well.

During the 2016-2017 school year, approximately 1,300 teachers helped students complete more than 150,000 hours of learning which led to increased understanding of key social-emotional topics—a 41 percent increase based on pre- and post-assessment scores.

By the end of the program's first year:

- 74 percent of students were more likely to believe they deserve to be treated with respect
- 70 percent raised their expectations about how to treat others
- 69 percent said the program helped them identify actions they can take to treat people with respect
- 66 percent better defined the role they can play in resolving conflict

Building off the success of year one, the program will expand to 360 more schools and introduce a new virtual classroom experience called **Character Playbook LIVE**. These interactive events, hosted by NFL teams and United Ways beginning in Week 2 of the regular season, will engage even more students in the important conversation of why character matters.

The data around social emotional learning is stronger than ever with a need that is growing every day. The Collaborative for Academic, Social, and Emotional Learning's find that 83% of social-emotional learning (SEL) programs significantly improve academic performance. Character Playbook is addressing these issues head on and supporting students in building the skills they need to be successful contributors to their communities through improved communication skills, recognizing positive and negative influences, managing their emotions, resolving conflicts and stepping up for one another.

