

## JESSE LEWIS CHOOSE LOVE PROGRAM

### SUMMARY STATISTICS AND PROPOSED ACTION PLAN

This document provides a dashboard of engagement and response to the Choose Love Plan. We look forward to reviewing it with you and aligning on an action plan forward.

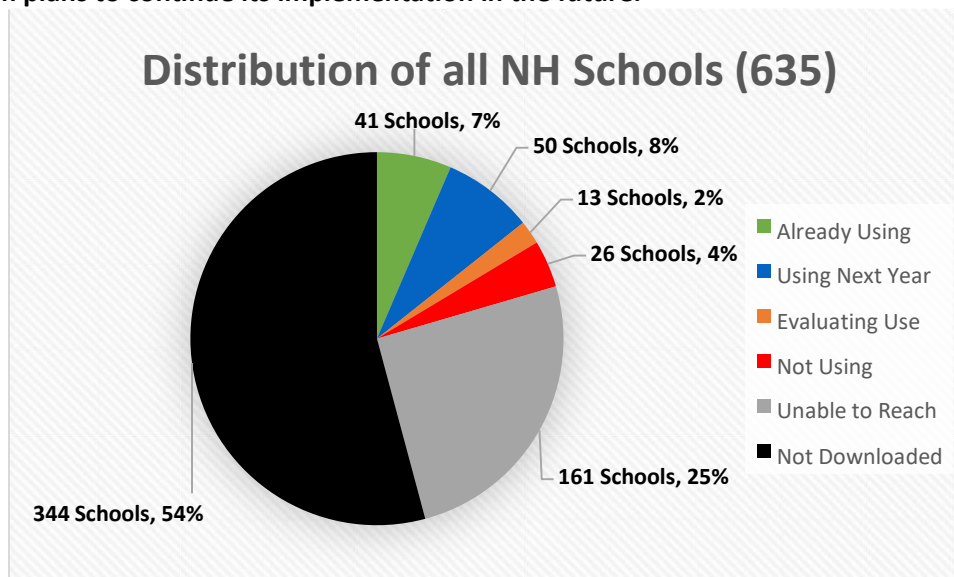
#### Outreach and Engagement

Out of all 635 New Hampshire schools, 291 (46%) schools have downloaded the program so far.<sup>1</sup> The power interns Liza and Colin emailed and called 630 teachers, principals, and counselors who were identified as having downloaded the program at their various schools. From that outreach they were able to reach 130 of the 291 schools (45%); a solid effort in a short time.

We are off to a very good and encouraging start in the 11 months since we initially put this out to the good people of New Hampshire, with nearly 100 schools, either already implementing or about to implement, this fall. It is important to note that the interns were unfortunately unable to reach 161 schools that had downloaded the program, however we anticipate that among those 161 schools, many are using or will be using the program in the coming school year. According to SEL4CA, SEL is in less than 10% of US schools on a comprehensive basis. Thus, these figures bode very well for New Hampshire, when compared to the rest of the states.

Other very strong findings: Of the 130 schools our power interns were able to reach, only 26 had elected not to move forward with the program. That represents at least a 70% and up to an 80% conversion rate after consideration. There is almost no other product/service on the planet with that level of conversion. The interns found that a majority of the schools that chose not to move forward with the program did so due to a claimed lack of time, resources, or staff.

**It is also worth noting that while there are schools not using the program, every school that has tried the program plans to continue its implementation in the future.**



<sup>1</sup> As of 7/16/19 there are 322 (50.7%) schools that have downloaded the program - a number continues to rise. The most recent 31 downloads are not addressed in this report.

Outside of schools, the program has received decent attention as well – there have been 188 downloads of the at home program, 21 downloads of the community program, and 51 downloads of the infant/toddler program. The home program is targeted at mostly elementary school parents so that they can learn the program and everyone can be on the same page (students, educators and parents), whereas the community program is intended for municipalities and other town based community businesses or organizations. The community program has been downloaded in Barnstead, Bethlehem, Bow, Chester, Colebrook, Concord, Derry, Etna, Hampton, Keene, Londonderry, Manchester, Merrimack, Nashua, Peterborough, Somersworth, and Weare.

### **Response to the Program**

Throughout their work, the interns found that almost everyone who has used the program so far or has plans to use the program next year truly loves what they have seen so far. Teachers were satisfied with the program, pleased with its accessibility, and passionate about the mission and purpose. Furthermore, many teachers reported seeing changes in their students' behaviors and language. They affirmed that their students were enjoying the program and responding well to it.

It may be worth reaching out to a few particularly enthusiastic schools such as InterLakes, Bethlehem Elementary, and some Nashua area schools. Please see a few of the responses we got from teachers below.

### **Testimonials:**

"I have noticed a difference in my classroom and the language my kids are using both at home and school."

Stratham Memorial School (PreK-5) - Stratham NH  
Jen Neal, Elementary School Teacher

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"I teach first grade in Lebanon and have long felt the critical importance of teaching children to care the (value) of social and emotional learning. I use MANY tools but this program seemed powerful, accessible, and it starts with infants! I downloaded it to explore but literally the next day started on with lesson one with my class of 18 students. We spent the last couple of weeks of school working through the 17 lesson unit and speaking/reading on the themes of courage, gratitude, forgiveness, and compassion. It was incredible and the children used the language and applied the concepts immediately."

Hanover Street School - Lebanon NH  
Lindsay McKittrick, Elementary School Teacher

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"We implemented the program last year and found it really helped our children be able to express their emotions and have discussions around social issues. "

Little Sprouts Early Education & Child Care (PreK-K) - Stratham, NH  
Amanda Toupin, Preschool Teacher

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**\*\*100% of schools that have implemented the program are continuing its use in the coming year\*\***