



CHARACTER PLAYBOOK™



POWERED BY
EVERFI

CHARACTER PLAYBOOK IMPACT

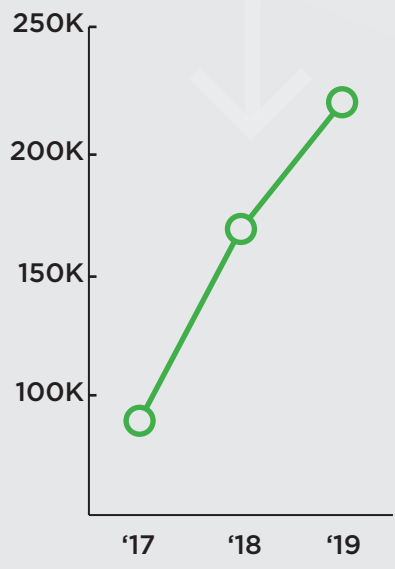
Across three-and-a-half years, the NFL and the United Way have reached more than 475,000 students in 5,302 schools across 49 states and the District of Columbia. Through evidence-based strategies, Character Playbook teaches students about positive character development, social-emotional learning (SEL), and building healthy relationships—during their most critical middle school years.

NATIONAL IMPACT



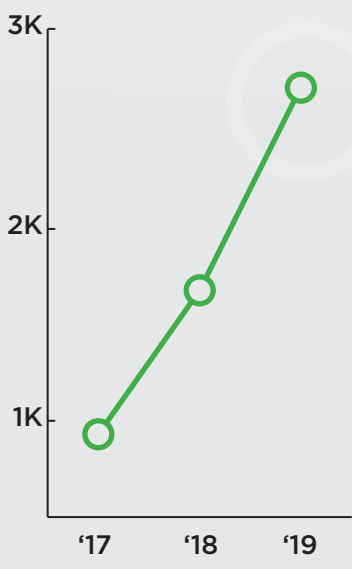
475,285

Students



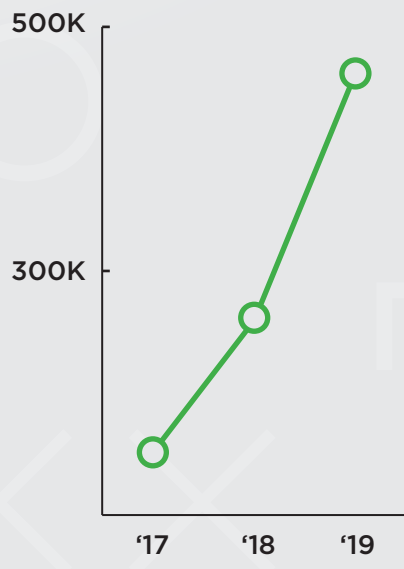
5,302

Schools



883,458

Total Learning Hours



44%

Improved their scores on topics like
Understanding and Managing Emotions, Communicating Effectively, and Resolving Conflicts

From 2018-2019 student survey results, Character Playbook teaches students not just how to manage their own emotions, but how to play a positive role in their school communities. As a result of taking Character Playbook....

71%

of students say they have higher expectations for how to treat someone in a relationship.

70%

of students say they can play a positive role in resolving conflict.

65%

of students are confident in their ability to step in if they see someone treating another person with disrespect.

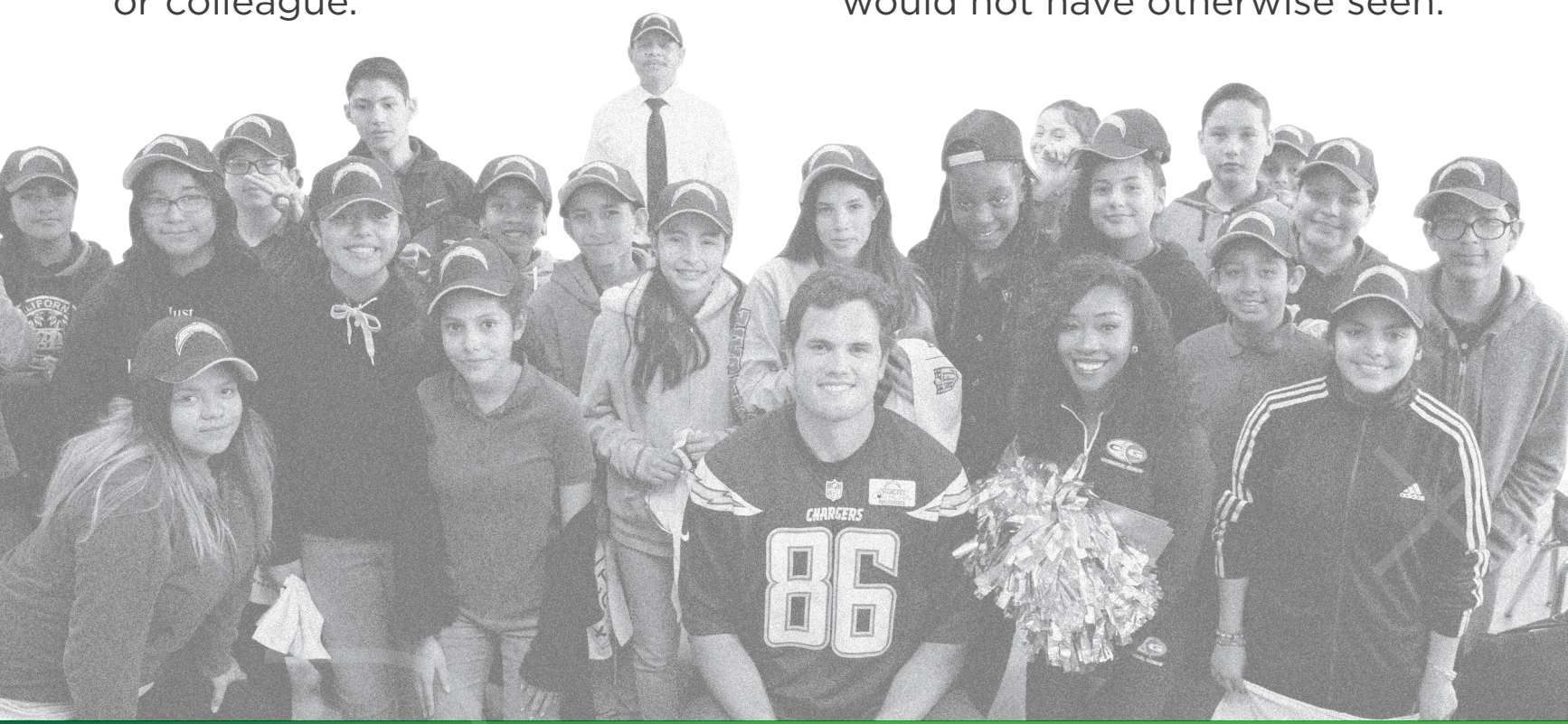
Educators across the country express broad satisfaction with Character Playbook. Teachers say Character Playbook is a valuable resource and they attest to the impact it has had on their students.

95%

of teachers would recommend Character Playbook to a friend or colleague.

84%

of teachers say the course covered content their students would not have otherwise seen.



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“Character Playbook was right on time to get kids talking, thinking about others, redirecting bullying behaviors and being more responsible on line. That is huge!”

—9th Grade Teacher, Tennessee

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