

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.

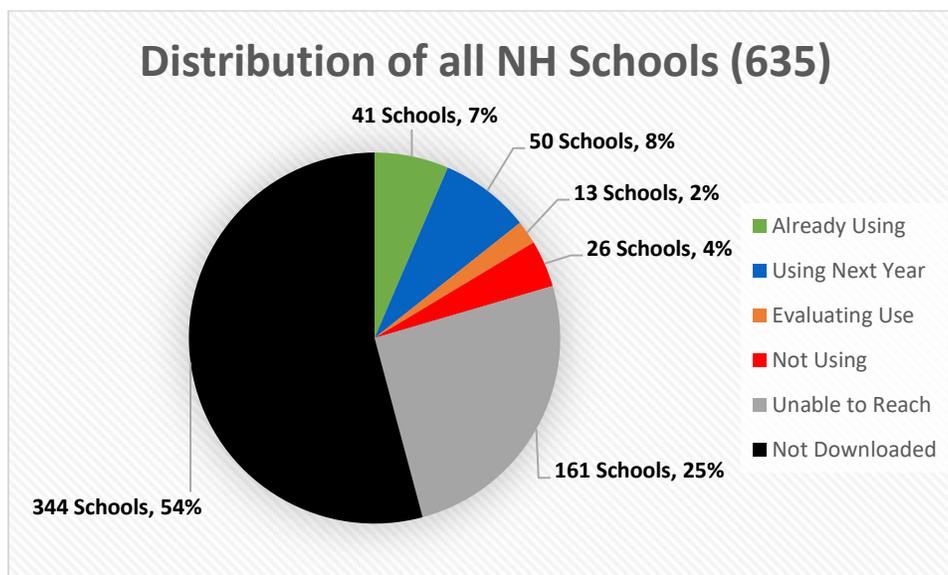
Outreach and Engagement

Out of all 635 New Hampshire schools, 291 (46%) schools have downloaded the program so far.¹ 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.



¹ 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

"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

"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

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

Next Steps/To Do's

1. **Building and Leveraging our Champions.** We need a means of acknowledging and celebrating our Champions both inside and outside of schools. Many things we can do here...ideas below to build on.
 - Note from the governor's office...I like the idea of it from Chris and Valerie. Thank you for Choosing Love that can be posted publicly.
 - Email that can be sent to parents in those schools to reinforce benefits and purpose. We write for them as to why they are doing this program. Include safety and well-being elements.
 - Bigger banner that can be put in these schools. Maybe a new banner that weaves the Choose Love logo with their School logo that gets displayed together. Maybe we give them \$100 budget for the kids to create and we pay for the cost of the physical banner production.
 - Recognition for the specific Choose Love champions at the school.
 - Encouragement of inclusion of Choose Love into the student groups or creation of a new group.
 - Create a NH Choose Love educators Facebook page to allow teachers to share ideas/ask questions to others using the program.
 - Create a Choose Love award/ teacher appreciation award to highlight schools or educators championing the program.
 - Could we identify Champions at a school and have them talk to teachers at neighboring schools about the benefits of the program.
2. **School Safety Officers.** Connect Perry Plumber acknowledgement to the school safety officers. Do more with them. The SRO Conference Scarlett is speaking at on August 23rd will increase this engagement.
3. **Police Department.** Determine how we are going to interact with them relative to the rest of the puzzle. Do we interact with DARE somehow? (*Perry and Scarlett are working on this piece.)
4. **Research Validation of Impact.** We are getting strong qualitative feedback. We need to add quantitative impact. We should identify teachers who are about to launch in the Fall and get a pre-post measurement of impact in the classroom. Coordinate with CASEL as well to see if we can cover their accreditation requirements at the same time potentially at a lower price point.
5. **Choose Love Event.** We can look to plan a conference(s) to support what we are doing.
 - **On August 15th, Valerie is hosting us at the Bridges House-** This day will serve to nurture those educators who have begun implementing and also who plan to implement in the fall, fostering our relationship with them & helping them feel truly supported.
 - **Upcoming project with Chief Justice Broderick-** We met on 7/15/19, and he asked if he and I, along with Valerie and Russ Conte (& of course Scarlett when available) could engage communities and parents all together. We would like to target 5 geographic locations between September and Thanksgiving by holding parent nights. The goal is to openly talk about reducing the stigma in mental health AND let them know about what's available for them. He has become a big supporter of Choose Love. Two of these areas are already scheduled, given that I have Scarlett scheduled for the fall. (The two areas are Keene and Dover.) *I will meet with Valerie on this to discuss*

6. **The interns have been tremendous assets for NH's Choose Love Program-** They have offered to help work with us to set up a list of beneficial action items for any potential incoming interns for the fall, helping to make things as seamless as possible. Another goal will be to help increase participation at upcoming events.
7. **Choose Love Champions-** empowering them to be Choose Love voices for NH, also helping in spreading awareness of the program.
8. **Continued collaboration with SNHU** re: potential research, as well as an online project to provide further support to our NH educators implementing the program. (Shannon was initially asked to come into SNHU to collaborate with them on the opioid crisis work as they recognize SEL is at the foundation.) Shannon and Scarlett have a meeting with Jane Yerrington at SNHU on August 22nd re: potential JLCL research and the online project moving forward. Additionally, Shannon would like to collaborate with UNH as well, and really have NH's universities be a part of this Movement.
9. **Continue to grow the JLCL relationship with DHHS so that it is deeper and wider.** Following attendance at the NGA Conference for *Strategies to Promote Child Health, Wellbeing, and Safety in Schools and Communities*, the working group comprised of Christine Brennan, Chris Tappan, Michelle Clark and Shannon, together have developed a solid action plan (*This report is coming to you soon) JLCL is at the center of most of the actions steps that will be provided for you.
 - a. A recent presentation to DHHS at the mid-manager level reached about 200 people. Later that day, we also presented at the Sununu Youth Services Center and then met with primary DHHS managers. Action steps are now in the works as the Sununu Youth Services Center wants to adopt programming and set up continued work with them. (The turn-over of youth creates the situation of having revolving presentations so as to allow all youth to hear the message as best we can.) Further, JLCL reaching those in the foster system as well as caregivers is also in the action steps. It is clear the DHHS staff in general strongly wants JLCL.
 - b. The presentation to DHHS also taught us to look at needs of some people hearing the message more deeply. In their line of work, they are exposed to difficult circumstances, and for some, hearing Scarlett's story was hard and they needed to be allowed to process and work through that. As we move forward, let's think about what approach or steps we can have in place to best support this population especially.
10. It is also known right now that in the wake of recent national mass shootings, people in general are more in a state of fear and protection. (Shannon has already received one very upset letter from a Manchester teacher saying that they love this program, but what about the access to automatic rifles.) Shannon and Scarlett are presently working together on how best to approach this and support those who are in fear.

Maps

Digital Map of NH that plots all schools that have downloaded the program. Three purposes for the map.

1. Show progress.
2. Suggest possibilities for how Champions at schools can reach out to prospects at neighboring schools.
3. Reveal territories of strength and need for development.

Color Code:

- Green = Already Using
- Blue = Using Next Year
- Orange = Considering Use
- Red = Not Using
- Yellow = Unable to connect with
- If there is a number inside the dot, there are x many schools in the city that fit into that category – e.g. the blue dot in Concord with the number 2 means there are 2 schools that will begin to use the program next year.

