

## OUR MISSION

We combine science and compassion to deliver innovative solutions that equip adults to meet children's needs and cultivate their strengths.

## OUR VISION

Imagine a world where every child's natural strengths are nurtured, so they realize their endless potential.

# The Character Effect™ Social & Emotional Program



### Problem:

Social & emotional skills, including self-awareness, self-management and empathy do not come naturally to all children. These are skills that can be taught and encouraged to combat bullying and even suicide.

The pandemic has only made things more complicated. A report which surveyed more than 1,400 parents and nearly 900 early childhood educators in Massachusetts,

found that **just over 50% of parents said they have seen a negative impact on their child's social-emotional development.**

Early childhood educators teaching younger children have noticed similar trends: **77% of those educators who observed changes said they've been negative, including more temper tantrums, sadness or crying and difficulty separating from parents.**



### Our Solution:

Leveraging the **science of positive psychology and mindfulness**, The Character Effect™ creates a common language for teachers, parents and students to celebrate character strengths and learn to be present in the moment by utilizing skills such as self-management and self-awareness.

Unlike other programs, **The Character Effect™ starts first with the teachers** – encouraging them to recognize their own strengths and teaching the self-care tools that so many teachers need right now.



### Quick Facts:

**Persons Served**  
22,000

### Accreditation

- Designated evidence-based by CDC
- Designated promising approach by CASEL

### Services Offered

- Engaging online curriculum
- Individual and group coaching sessions for teachers
- Family Engagement Events and Workshops
- Professional Development Workshops



# The Character Effect Impact Report: 2021-2022



## Teacher Impact

Overall, teachers indicated that they had a positive experience with The Character Effect™ during the 2021-2022 school year. The table below shows the percentages of teachers who indicated that they saw the following improvements somewhat, quite a bit, or a lot, as a result of participating in the program, with over half of teachers seeing at least some improvement for each outcome.

As a result of participating in The Character Effect™:	Top 3 Agreement Levels	
	'20-'21	'21-'22
I am better equipped to manage student behavior	68%	80%
The school culture is more positive	66%	73%
My students are better able to manage their behavior	62%	69%
My students perform better academically	56%	66%
I am less stressed at school	52%	55%

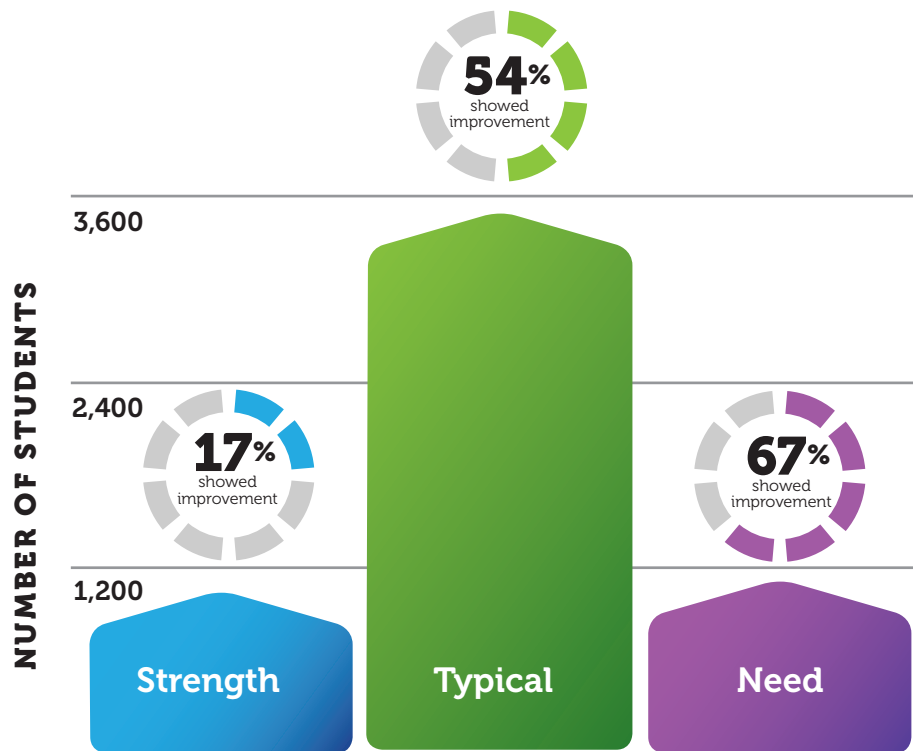
**It is getting better.** When comparing agreement ratings year over year, the combination of The Character Effect™ and strong school leadership is moving the needle in a positive direction for teachers. **#strengthofhope**



## Student Impact

All of this effort at the end of the day is for the students. **And it is working!** Across the program, **49% of students improved their social & emotional skills!**

The normed survey sorts students into 3 different 'buckets' – already strong in SEL [Strength], typical skill set for their grade [Typical] and could use additional support [Need]. **Teachers recognized improvement in 67% of students in the Needs group from the Fall survey to Spring! #strengthofteamwork**



\*\*Pre/post comparison of 2021-2022 teacher-reported DESSA scores



## Family Impact

**Giving families the space and language to see each other's strengths can be powerful. Here are a few quotes:**

*"The kids loved it. My daughter has been talking about going to Bingo all week."*  
- Emily

*"With everything going on in the world, we need more positive messages."*  
- Ryan

*"A great way to get children and parents to talk to one another in a way they may otherwise not."*  
- Michelle