



## National Implementation

United Way and the National Football League are thrilled to announce that Character Playbook has gone national. We've heard from school districts all around the country that Character Playbook is filling a social-emotional (SEL) curriculum void. From parents to superintendents to teachers and policy makers, the issue of "healthy relationships" is on the top of everyone's minds. Thus, there has never been a better time to take steps to make sure that Character Playbook is accessible to everyone across the country.

### What does this mean for you?

**CURRENT USERS:** If you are an NFL Team, a Local United Way or a school district that was already using the course, nothing changes for you. Your activation goal stays the same, with the added benefit that you can now grant access to every school you wish, rather than having to prioritize some schools over others.

**NEW USERS:** New Users: If you are a school or United Way outside an NFL market and had not yet had access to Character Playbook, now is the time. The NFL and United Way are thrilled to work with you to bring this valuable resource to your local community.

### Getting Started:

If you are interested in getting your local United Way or school active on Character Playbook immediately, please register your interest by visiting [CharacterPlaybook.com](https://CharacterPlaybook.com) and filling out the form at the bottom of the home page. An EVERFI schools manager will be in touch.

### Social Media:

For ALL schools, we'd love to hear from you on social media, using the hashtag, #CharacterPlaybook or tag us on Twitter @CharacterPlaybk, to show your United Way and NFL Team how you are taking steps to make your school community a more kind, safe, and inclusive space where healthy relationships thrive.

Character Playbook is an innovative digital course that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle schools years.

It is comprised of six modules that cover key concepts around positive character development, social-emotional learning (SEL), and building healthy relationships. The course allows students to engage with true-to-life scenarios that include bystander intervention strategies and positive relationship examples.

We have provided a list of [Course Launch materials](#) for you to review as you familiarize yourself with Character Playbook. You can also reference the [Character Playbook webpage](#) and [Intro Video](#). Please also feel free to take the course, using this [demo login](#).

[everfi.com/login](https://everfi.com/login)  
username: UWNFL@demo.com  
password: everfi1234