



Talking Points

The Program:

- The National Football League and United Way Worldwide have partnered to launch Character Playbook, an innovative digital course that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years.
- Several policy leaders and state legislatures have crafted legislation to mandate character and healthy relationship education in schools. Character Playbook provides schools with a solution to begin conversations on why character education and positive relationship education matters in middle school years.
- Bullying, cyber bullying, and teen dating violence continue to be pervasive issues that put immense pressure on communities across the United States. Through Character Playbook, students will learn the common language needed to talk about how to build healthy relationships.
- Character Playbook is comprised of six modules that cover key concepts around positive character development, social-emotional learning, and building healthy relationships. This course allows students to engage with true-to-life scenarios that include bystander intervention strategies and positive relationship examples.
- Topics Covered in Character Playbook include:
 - ✓ Analyzing Influences
 - ✓ Understanding & Managing Emotions
 - ✓ Communicating Effectively
 - ✓ Resolving Conflicts
 - ✓ Stepping In
 - ✓ Making Decisions

Implementation

- Character Playbook can be utilized with access to the internet and most computer devices (laptops, desktops, and tablets)
- Curriculum fit is decided by each school; one of the benefits of the program is its flexibility to be utilized in multiple classroom settings
- Common areas of implementation for the Character Playbook program are health classes, PE, elective courses, counselor groups, and many others.
- The Character Playbook requires approximately 3 hours to complete and can be completed in smaller sections of class time depending each teachers implementation preference.

- The Character Playbook program is self-directed, students work at their own pace and their progress can be monitored by the teacher on their EVERFI account dashboard
- Additional social emotional resources are available with Character Playbook to continue the conversation and to support the development of these critical skills in students.

Activation

- Visit CharacterPlaybook.com and complete the interest form at the bottom of the homepage.
- With an interest form completed you will receive an email from the program support team at EVERFI to provide you with access and support to the Character Playbook program.
- Additional support is available through the EVERFI school team nationwide. You can request to be connected to your local school team member through your EVERFI program support contact.
- Questions regarding program implementation can be send to k12team@everfi.com.