

# What If There Was an Opportunity to Upgrade Your Child's Life and School Performance at the Same Time?



**An opportunity** that would give your child the best chance to become her or his best self – the happiest, most productive, most creative and responsible self...

...And would dramatically help with the emotional stresses of COVID and beyond...

...One that insured that your local school has a loving, safe climate that embraces the absolute best parent-assist programs for developing the healthy attitudes, learning engagement, skills and behaviors you seek to foster at home.

Allowing your children – and all children in the school – to reach their potential in school and in life and better preparing them for the world...

...And an opportunity that would spread to other schools and in a while would enable you to live in a healthier society and community?

**So, what can accomplish all of that?**



# The Answer is...

# Social and Emotional Learning!

Social and Emotional Learning (SEL) is the term educators use for the life skills training and practices that result in high Emotional Intelligence (High EQ).

Without Social and Emotional Learning, kids can lack a strong core to draw on in tough times.



Social and Emotional Learning leads to **High EQ**, the capacity to deal in a healthy manner with self and others.

Schools SOAR that prioritize this training and that create school cultures which integrate SEL inside and outside the classroom!

Student grades climb. Acting out behavior, violence, drug usage, and depression dissipate.

Engaged, happy students who have learned how to be their best selves and get along with others brilliantly go on to high achieving, healthy lives. And become great and creative

employees, managers, business and civic nonprofit leaders, and entrepreneurs.

Increasingly, major employers are prioritizing High EQ in their hiring because it is a far greater guarantor of success, performance and teamwork than high IQ.



# Why the EQuip Our Kids! Campaign?



**Because so few people know the great things that can happen when schools educate students in social and emotional mastery skills.**

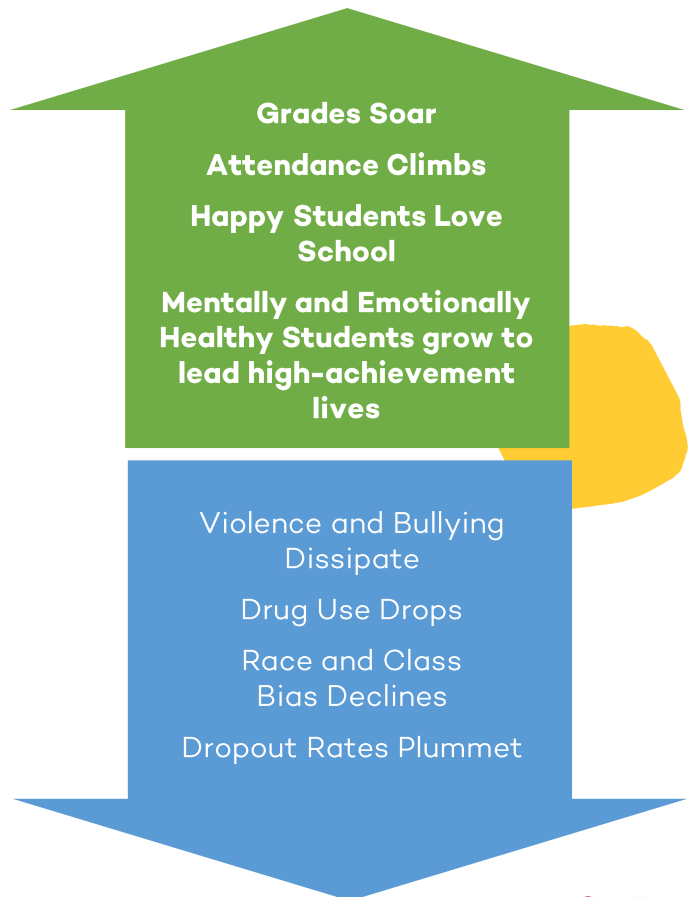
And because the only difference between children being less than their best selves and being their best selves are the skills to take them there!

SE: is so important to students and society that we're conducting a mass marketing campaign to awaken parents and the public to the tremendous benefits of mandating SEL in every school in order to elevate the life capacities and prospects of the entire current generation of youth - and all the ones after them.



*"I have learned in my schools that social-emotional learning is what really matters.."*

--Oprah Winfrey



## Here's the Opportunity

There's a very good reason only 10 - 15% of local and U.S. schools have fully prioritized Social and Emotional Learning:

**Almost all parents and the public are completely ignorant of the huge, proven benefits of SEL.**

Therefore there is no public pressure – or public financing – to include these cost-effective programs in all schools.



## So, Here's Our Ask:

**Join us** in ending that ignorance via some easy ways you can help while we conduct an ad campaign informing the public of SEL's great benefits.

**At [EquipOurKids.org](http://EquipOurKids.org)** you'll find all you need to know about SEL and an easy-step Advocacy Kit helping you insure that SEL is implemented in your school, whether public or private.

Doing so, we can give the children the experience they need to be the kind of people you'd desire them to be. While helping generate a far higher-performing U.S. school system instead of one that ranks low among industrial countries.

### Contact Us

**[contact@EquipOurKids.org](mailto:contact@EquipOurKids.org)  
310-730-6108**

## Visit our Parent and Children Emotional Health Toolkit

Free EQ games, videos and materials that can help relieve COVID stresses at home and expand your children's life skills.

**[Go to <https://equipourkids.org/survival-kit/>](https://equipourkids.org/survival-kit/)**

*Equip Our Kids!™ is a project of the nonprofit Earthways Foundation. Started by experienced business leaders who have supported youth development for years and have no financial ties to any education products or services, the project mission is getting SEL curriculum adopted as basic education in all schools.*

