

**WHAT IF THERE WAS AN OPPORTUNITY TO UPGRADE  
YOUR CHILD'S LIFE ALONG WITH THE PERFORMANCE  
OF HIS OR HER SCHOOL IN ONE GREAT SWOOP?**

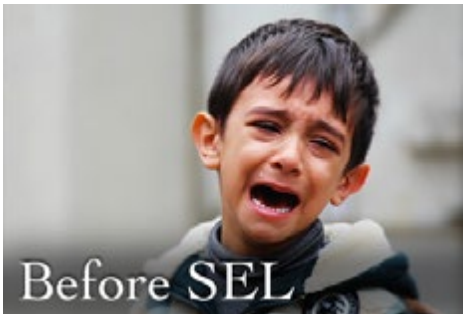


- An Opportunity That Would Give Your Child the Best Chance to become her or his best self - the happiest, most productive, most creative and responsible self.
- One that insured that your local school has a loving, safe climate that embraces the absolute best parent-assist programs for developing the 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 THAT?**

## IT IS CALLED SOCIAL AND EMOTIONAL LEARNING!!!

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



High EQ is 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, or entrepreneurs.

At a time when 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 Big Emotional Intelligence (EQ) campaign?

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

Violence and Bullying  
Dissipate

Drug Usage Plummet

Race and Class Biases  
Decline

Dropouts Plummet

Grades Soar

Attendance Climbs

Happy Students  
Love School

Mentally and Emotionally  
Healthy Students go on to  
High-achievement Lives

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!

So important to students and society is this, 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 am happy to endorse the campaign because this is something we've needed for a long time."*

—Los Angeles Mayor Eric Garcetti

## HERE'S THE OPPORTUNITY:

For a very good reason, only 10% of local and U.S. schools have fully prioritized Social and Emotional Learning.

That reason is 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 Big EQ.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.

Our nonprofit campaign was started by four local business leaders who have supported youth development programs for years and who have no financial ties to any education products or services.

**TO GAIN CONFIDENCE THAT WE ARE ON THE RIGHT TRACK,  
CHECK OUT ALL THE INFORMATION AND VIDEOS AT BIGEQ.ORG**

**Want to connect with us? Contact us at: [info@BigEQCampaign.org](mailto:info@BigEQCampaign.org)**