SSORG-461

SEL Marketing Page

**Page Headline:**

*Second Step* Social-Emotional Learning Program

**Headline:**

A strong foundation for lifelong learning

[Shop Now] [LINK NEEDED]

**Body Copy:**

The *Second Step* social-emotional learning (SEL) program gives students the tools to excel in and out of the classroom. Our easy-to-teach program garners outstanding reviews from educators who’ve noticed schoolwide improvement and see even the most challenging students make progress in emotion management, situational awareness, and academic achievement.

From early learning through grade 8 classrooms, students learn invaluable skills that help them navigate their way through school as well as their community. The *Second Step* Program’s age-appropriate games, activities, and media engage students and set children on a path for lifelong success.

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**Who is the *Second Step* program for?**

Our program is suitable for districts, schools, and communities of any size and in any location. We offer stand-alone, age-appropriate programs for early learning, elementary, and middle school classrooms. [INCLUDE LINKS TO PRODUCT PAGES]

**Why choose the *Second Step* SEL program?**

**Trusted by Schools**

The *Second Step* Program has been successfully implemented by over 26,000 schools worldwide. Our curriculum is designed to align with district standards.

**Easy to Use**

Educators love using the *Second Step* program because lesson plans and activities are easy to implement and require little prep time.

**Engaging and Useful**

Students eagerly anticipate the *Second Step* program’s fun, captivating lessons that include games, activities, and songs. The skills they learn are useful in school, on the playground, and at home.

**Endorsed**

The *Second Step* program has been endorsed by numerous organizations, including the Collaborative for Academic, Social, and Emotional Learning (CASEL) and the Department of Education, for the quality of our research, training, and teacher and family support.

[Learn How the *Second Step* program Aligns With Academic Standards] [LINK NEEDED]

TESTIMONIAL [INSERT WHERE APPROPRIATE]

*“We want all of our children to feel safe and secure when they come to school and be able to concentrate on getting the best possible education. ‘*Second Step*’ allowed our school district to have a Pre/K to eighth-grade program, with every school using a common language.”*

Harry Russell,   
Principal of Sugarloaf School  
Monroe School District, FL

**Learn More About Social-Emotional Learning**

Discover the importance of SEL in the classroom. By building skills in the classroom, we build skills for life.

[Learn More] [LINK TO ‘What is SEL’ PAGE NEEDED]

**How the *Second Step* Program Works**

**View the Overview Video**

[Watch Now] [LINK NEEDED]

**What’s in a Kit?**

See our Grade 4 Kit

[Watch Now] [LINK NEEDED]

**A Closer Look at Our Classroom Kits**

**Weekly Lesson Cards**

It all starts here. Each weekly lesson is fully scripted to make teaching it as easy as possible. You can teach the *Second Step* Program right out of the box!

[Weekly Lesson Card from the Grade 2 kit] [LINK NEEDED]

[Lesson Sample from the Grade 4 kit] [IF POSSIBLE, LINK NEEDED]

**Following Through Cards**

Following Through Cards reinforce *Second Step* skills and concepts throughout the week with daily practice.

[Following Through Card from the Grade 2 kit] [LINK NEEDED]

**Home Links**

Take-home activities reinforce social-emotional skills and show family members what kids learn in the *Second Step*.

[Home Link from the Grade 2 kit] [LINK NEEDED]

**Brain Builder Activities**

Kits for the lower grades contain Brain Builder games that help students master skills through fun, yet challenging activities.

[Brain Builder: Sentence Switcheroo from the Grade 2 kit] [LINK NEEDED]

**Student Handouts**

Kits for the higher grades contain classroom handouts designed to boost SEL skills.

[Student Handout from the Grade 5 kit] [LINK NEEDED]

**Early Learning Puppets**

Boy and Girl Puppets bring learning to life.

[Boy and Girl Puppets from the Early Learning kit] [LINK NEEDED]

**Early Elementary Puppets**

Kindergarten and Grade 1 kits contain Puppy and Snail puppets to keep children engaged.

[Puppy and Snail Puppets from the Kindergarten and Grade 1 kits] [LINK NEEDED]

**Songs**

Original, catchy songs help students remember valuable skills and concepts.

[“The Learner Song” From the Kindergarten kit] [LINK NEEDED]

**Classroom or Hallway Posters**

Posters in each kit, written in everyday language, serve as visual reminders of Second Step skills and can be hung in both classrooms and hallways.

[Problem-Solving Steps Poster from Grade 5 kit] [LINK NEEDED]

**Music Videos**

Our award-winning music videos keep children engaged and learning.

[Watch ‘Step Up’ Music Video from Grade 5 kit] [LINK NEEDED]

**The *Second Step* Program by Grade**

**Preschool (Pre/K)**

The *Second Step* Early Learning program helps your youngest learners benefit more from preschool and prepare for kindergarten. They’ll learn skills to help them pay attention, remember directions, and control their behavior.

[Learn More] [LINK NEEDED]

**Elementary**

With age-appropriate lessons, Second Step’s K–5 program features catchy songs, fun games, and other engaging activities that develop social-emotional skills. Children learn how to make friends, manage their emotions, solve problems, and deal with peer pressure.

[Learn More] [LINK NEEDED]

**Middle School (New for Fall 2017)**

Coming August 2017, the new *Second Step* Middle School Program is an SEL program that brings together today’s technology, the latest in developmental research, and feedback from actual classrooms. The result: a program that helps build a culture of connectedness and empowers middle schoolers with the skills and concepts to succeed socially, in academics, and in life.

[See A Preview] [LINK NEEDED]

**Middle School (2008 Edition)**

Our previous edition of the *Second Step* Middle School Program is still available.

[Learn More] [LINK NEEDED]

**Reinforce *Second Step* Skills Every Day**

**Streaming Lesson Media**

Stream the *Second Step* Suite’s photos, videos, and songs right to your classroom—no CDs or DVDs needed. Created for Early Learning–Grade 5, the *Second Step* SEL program, Child Protection Unit, and Bullying Prevention lesson media can be easily streamed by educators.

[Learn More] [LINK NEEDED]

***Second Step* K–5 Principal Toolkit**

This toolkit gives busy elementary principals easy, everyday ways to make the most of the *Second Step* program. By embedding *Second Step* concepts into school practices and policies, principals can sustain a culture of caring, learning, and achievement.

**[**[**Learn More**](http://www.cfchildren.org/second-step/extensions/principal-toolkit)**]**

**Spanish Materials**

Get online resources, family materials, and products that support native, dual language, and immersion education.

**[**[**Learn More**](http://www.cfchildren.org/second-step/extensions/spanish-materials)**]**

**Success Stories**

Get a closer look at how the *Second Step* curriculum has been successfully and creatively implemented in schools across the country.

[View All Success Stories] [LINK NEEDED]

**Webinars**

We offer live and recorded webinars that let you hear from our experts about *Second Step* programs and ask us questions.

[View Available Webinars] [LINK NEEDED]

**Research-Based Programs**

We take great pride in the fact that our programs are based on current research in the field. Get a closer look at the research we incorporate into the *Second Step* Program and our ongoing commitment to evaluating its effectiveness.

[View all research information] [LINK NEEDED]

**Alignment Charts**

See how *Second Step* programs are designed to complement your current standards, frameworks, and practices—not replace them.

[View all alignment charts] [LINK NEEDED]

**Related Articles**

**[THIS WILL LINK TO A FEED OR PAGE OF BLOG POSTS LABELED “SEL”]**

**Family Resources**

When families are engaged, students can excel in and out of the classroom while building social-emotional skills that will last a lifetime. Family resources include take-home activities, family letters, parent nights, and individual meetings to help reinforce skills learned in school.

[See Take-Home Activity from Grade 2 Kit] [LINK NEEDED]

**Articles for Families**

[THIS WILL BE A FEED OF BLOGS TAGGED “SOCIAL-EMOTIONAL LEARNING” AND “PARENTING”]

**Recommended Books for Adults**

[NEED LINKS]

**Recommended Books for Kids**

[NEED LINKS]

**Ready to Purchase?**

If you aren’t sure what you need, we are happy to help! Please reach out and contact us. [LINK NEEDED HERE]

[Shop all *Second Step* SEL products] [LINK NEEDED HERE]

[Complete the Suite] [LINK NEEDED HERE]

**Other Ways to Purchase**

Learn how to order our products with a purchase order. [LINK NEEDED HERE]

Looking to make a bigger purchase? Contact us for a quote. [LINK NEEDED HERE]