



Press Kit

2020

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Our Story

Our story began in 2007 when Sara Potler LaHayne, Founder and CEO of Move This World, traveled to Bogota, Colombia as a Fulbright Scholar. Concepts like empathy and conflict resolution were being taught from textbooks without a process for practical application. They were simply words on a page, and students weren't engaged.

At recess, however, Sara noticed that students were applying the very social emotional skills that they were struggling to connect with from a textbook. When a boombox started playing reggaeton music, suddenly the students were dancing, engaging with each other, building friendships, and communicating through movement and creative expression. The mood was playful, and the students connected with each other and encouraged one another as they danced.

That was Sara's light bulb moment.

That is when Move This World was born.

Sara began connecting the dots of her life experience and education to imagine a program that would teach students emotional skills for lifelong impact. As a dancer, Sara understood the authenticity of conveying emotion through creative expression. Based on her experience in the classroom, she knew that children express themselves more authentically through movement and learn more comprehensively through physical experience.

To build the framework for Move This World, Sara first worked with the physical education teacher to create a music and dance program for social emotional learning in her Bogota classroom. She collaborated with her Fulbright research team and a variety of skilled creative arts therapists and educators to research her discovery. Based on the impact in her classroom in Bogota, Sara and her team were dedicated to creating a sustainable program that would cultivate learning communities where everyone felt like they belonged.

Working with the American Institutes for Research and the Curry School of Education at the University of Virginia, Sara and her team developed the program to meet the needs of every school environment across the country. The result of Sara's vision and the team's exhaustive research is a Move This World curriculum that employs movement and creative expression to comprehensively teach the five core competencies of social emotional learning as defined by the Collaborative for Academic, Social, and Emotional Learning (CASEL).

Move This World launched as a direct service organization, quickly grew into a train-the-trainer model, and in 2014 became an online video-based program. With social emotional learning available on demand in any classroom across the country, Sara's vision has become a reality that is Moving This World.

Today, no matter the social and educational dynamics that exist in a given school, Move This World's program can be implemented and immediately begin having an impact. Administrators and teachers have every tool at their disposal, whether online or through direct support from a dedicated program manager, to facilitate the curriculum in classrooms. Teachers do not have to prepare any materials to begin and supplementary resources make it seamless to address deeper issues as they arise. Students and teachers look forward to getting centered and applying social emotional skills throughout the day.

Move This World's mission is clear: to create school communities, and ultimately a world, where everyone belongs. As students cultivate empathy, build resilience, and discover new ways to manage their emotions,

they create a more supportive learning environment that will contribute to their future academic success, career fulfillment, and lifelong happiness.

Move This World At A Glance

What is Move This World?

Move This World cultivates the development of social and emotional learning (SEL) skills to empower students to navigate the complex and rapidly-changing realities of our world. An SEL program that has impacted the lives of over one million students across 35 states, Move This World provides educators and students with a robust, daily curriculum designed to strengthen social and emotional wellbeing in order to create and maintain healthy environments where effective teaching and learning can thrive. Move This World's extensive online library of PreK-12 videos and resources are rooted in creative expression and designed to help students develop a common language to improve communication, build trust, and create stronger communities. For more information: www.movethisworld.com.

MOVE THIS WORLD VIDEO NETWORK

With the largest online library of PreK-12 evidence-based video resources, the Move This World Video Network engages viewers in exercises rooted in creative expression and movement to strengthen social and emotional wellbeing. Interactive videos are designed for students, educators, and their families to create space to connect with themselves and each other in school and at home. The Move This World Video Network produces videos for Elementary, Middle and High School, as well as Special Programming to address current events, Manage Mindfully for video-based professional development for adults, and animated videos for families. You can find videos from the Move This World Video Network in our [PreK-12 SEL programs](#) and on our [YouTube channel](#).

MOVE THIS WORLD AUDIO NETWORK

The Move This World Audio Network provides screen-free opportunities for learning and play through interactive audio experiences to engage listeners in practices that foster social and emotional wellness. For adults, The Saracast: Conversations in Social Emotional Learning invites listeners to a deep-dive into the field of social emotional wellness. Featuring interviews with researchers, scientists, educators, and experts in the field, The Saracast connects the science of social emotional learning with the practice of applying SEL to our daily lives. For children, The Emotion Motion Podcast takes listeners on a journey through storytelling designed to engage children, their families and their teachers in movement and creative expression. You can find podcasts from the Move This World Audio Network on Apple Podcasts, Google Podcasts, Spotify, Stitcher, and www.movethisworld.com.

What does the Move This World program include?

Move This World's comprehensive program includes:

- **Short, evidence based videos** that explicitly teach core social emotional learning skills and provide opportunities for practice.
- Access to Move This World's online platform and **supplementary resources** (toolkits, worksheets, journal prompts and facilitation guides).
- **Ongoing coaching and support** through periodic coaching calls.
- Components for the **classroom, school, home and community**.
- Opportunities to access social emotional learning through **creative expression, movement**, and a variety of other **modalities** (kinesthetic, verbal, written, visual).
- The development of a **common language** and **vocabulary** for the school community to lean on.
- Family access to Move This World's online platform including videos, supplementary resources and research.

Our Team

Sara Potler LaHayne, Founder & CEO

Sara LaHayne is the founder and CEO of Move This World, a leading social emotional learning program. Named “Female Innovator of the Year” in the 2016 Stevie Awards, Sara has presented at conferences around the world and been featured in USA Today, Forbes, The Washington Post, The Guardian, and others. A lifelong dancer and previous professional performer, Sara was a Fulbright Scholar in Bogotá, Colombia when she authored, implemented, and evaluated the original Move This World curriculum.

Kathy Krupa, Vice President of Partnerships

Kathy takes a vision and makes it a reality through sound strategy development and a true passion for building quality education programs. Over the last 14 years, Kathy has been driven by the increasing need for strong, whole-child education programs that will support student success inside and outside the classroom. Through creativity, innovation, and enthusiasm Kathy is dedicated to advocating and building space for the growth and support of the mental well being for all.

Kendall Sweeney, Program Director

Kendall is a graduate of the University of Vermont where she received a bachelor’s degree in psychology. She went on to receive her master’s in social work at New York University. Kendall finds passion in helping others and has dedicated her time to making a difference in the lives of people in need. Prior to beginning her journey with Move This World, Kendall worked for Hometeam where she supported older adults aging at home.

Victoria Bradford, Chief of Staff

Victoria started her work with Move This World while studying politics at New York University. Passionate about social justice issues and determined to understand the political impact on education, Victoria enjoys catching up on the latest policy briefs in her spare time.

Move This World by the Numbers

For the 19-20 school year, **2500 school communities** have engaged with Move This World content and resources across **35 states**.

Move This World has impacted **over 1 million students** to date.

Impact You Can See and Feel

In the 2018-2019 school year the following impact data was evaluated and reported by a third-party research partner:

- **Overall Incident Reports:** 28% decrease in incident reports.
- **ELL Classrooms:**
 - 35% decrease in incident reports.
 - 15% decrease in suspensions.
- **Special Education Classrooms:**
 - 27% decrease in incident reports.
 - 13% decrease in suspensions.

Partner schools have reported the following through pre and post surveys:

- 37% decrease in incidents of conflict.
- 39% increase in students' ability to manage and resolve conflict.
- 57% decrease in the number of suspended students.
- 75% decrease in suspensions as a result of fighting.
- 40% increase in empathetic thinking.
- 65% increase in acceptance of others.
- 41% increase in ability to control temper.
- 52% point increase in the efficacy of classroom behavioral management systems.
- 20% increase in teachers modeling emotional management strategies.
- 49% point increase in teachers who describe the relationships between teachers and students at their school as "very good."
- 20% point increase in teachers who describe the relationships between teachers and administrators at their school as "very good."
- 17% point increase in teachers who describe the relationships between administrators and students at their school as "very good."
- 14% decrease in students at risk for chronic absenteeism.

In The Words of Our Educators

“SEL was part of our strategic plan. With Move This World we’ve seen incredible results, including a drastic reduction in office referrals. Staff perceive Move This World to be boosting their performance. The program is very teacher friendly and so simple to do. The potential impact on students, teachers, and the school climate is phenomenal.” - **Superintendent, Sioux Falls School District, South Dakota**

“Move This World has helped us create a common language across the school and has taught students emotional management skills. Since starting the program, I hear students encouraging one another and taking more proactive stances to helping one another. I see a difference in the faculty as well. They’re putting these strategies to use for themselves, which is a powerful model for students.” - **Trauma Informed Practitioner, Fall-Hamilton Enhanced Option School, Nashville, Tennessee**

“I’m so impressed with my students’ ability to name the stressors that they’re feeling. This is something that even adults struggle with. They’ve been doing a great job identifying exactly what is causing them stress and then matching it to a Move This World Emoger (emotional management strategy) to help them calm down. They’re now able to take a quick moment and reset.” - **Teacher, Meigs Academic Magnet Middle School, Nashville, Tennessee**

“I’ve seen and heard my own children and their friends do Move This World exercises at home when they need to calm down and de-escalate, or when they’re experiencing conflicts with their parents. Within the school day, we’ve seen a drop in discipline reports at the end of the day since starting Embodied Relaxation with Move This World and dismissal has been going more smoothly.” - **Principal, Madison Elementary School, Adrian, Michigan**

“The McComb School District has seen a major shift in behavior as a result of Move This World. As part of our Student-Centered Learning approach, we’ve seen scholars taking ownership of their learning as well as their emotional state of being. Schools that have implemented the program have seen decreases in referrals and suspensions throughout the entire school year. We’ve even incorporated the videos into our central office meetings to center emotions before taking care of district business. Move This World has positively impacted our district from kindergarten to Central Office.” - **McComb School District’s Data Analyst, McComb, Mississippi**

Additional quotes and stories available upon request. Contact press@movethisworld.com.

Move This World In the Press

For a full list of Move This World in the press, [click here](#).

Press



[Structure in curriculum builds lifelong skills](#)



[Indian Head students learn emotion and conflict management skills through new program](#)



[New mental health program uses emojis to help Sioux Falls elementary school students](#)



[With Digital Video Tools, Move This World Brings Social-Emotional Learning to a Wide School Audience](#)



[Moving the Needle on the Bullying Meter With Dance: A 'Soft Space' Nonprofit Yields Solid Results](#)



[From The Classroom To The Big Wide World, Empathy Matters](#)

Publications



[Coronavirus is inflicting trauma on our children. Here's how schools can help.](#)



[Helping Students Process Their Feelings During Remote Learning](#)



[10 Ways Parents Can Bring Social-Emotional Learning Home](#)



[5 Reasons Why Social-Emotional Learning Should Be a Daily Routine](#)



[Pandemic can be a teachable moment for students' character development](#)



[Regular Contributor to EdWeek Marketbrief](#)

Downloadable Assets

[Download](#) Move This World logos.

[Download photos](#) of the program in action.

[Download photos](#) of Move This World on set.

[Download](#) product screenshots.

[Download photos](#) of our leadership team.

Brand Guidelines

[Download](#) Move This World's brand guidelines.

Press Contacts

If you'd like to get in contact with the Move This World team regarding press and media opportunities, please email our team at press@movethisworld.com. If you're interested in bringing Move This World's programs into your school or community, please email our team at partnerships@movethisworld.com.