

We have broken down messaging according to the person/people to whom you are relaying the message about the importance of afterschool. Of course a lot of these messages can have an impact across many different groups of people, which is why some messages have been repeated in different categories.

Principals/Superintendents

Principals and superintendents want to know how out-of-school time programs help students perform better during the school day, both academically and socially. Most prefer hard facts to personal stories; facts they can use when working on school budgets.

- Children who engage in afterschool learning have a greater likelihood of remaining in school and graduating on time. *Heckman, Sanger. Expanding Minds and Opportunities, 28*
- Students who attend afterschool programs regularly see significant increases in their standardized test scores and are less likely to repeat grades. *Children Now, 2013*
- Students who regularly attend well-structured afterschool and/or summer learning programs have fewer discipline referrals, are more prepared for the academic rigors of school, and demonstrate increased achievement in core academic areas. *Martin, et. al., 2007; Farmer-Hinton, Sass, & Schroeder, 2009, Huang & Cho, 2009*
- More than half of the achievement gap between lower- and higher-income youth can be explained by unequal access to summer learning opportunities. As a result, low-income youth are less likely to graduate from high school or enter college (*Alexander et al, 2007*). *Summer Learning Institute*

Teachers/School Support Staff

Teachers and other school support staff are curious how out-of-school time programs can help reinforce what they are teaching during regular school hours and how afterschool can help those students who may be falling behind.

- Afterschool and summer learning programs provide support, reinforcement, and acceleration of mathematics learning. *Parsley, D. Expanding Minds and Opportunities, 26*

- Children who attend afterschool programs have increased self-esteem and improved social and academic skills. *Children Now, 2013*
- An analysis of 68 afterschool studies found that students participating in high-quality afterschool programs went to school more, behaved better, received better grades and performed better on tests compared to students who did not participate in afterschool programs. *Afterschool Alliance*
- Afterschool and summer learning programs have been shown to promote positive relationships among students, school personnel, and members of the community. *Anderson-Butcher, 2010*
- Quality programs can stem, or even reverse summer learning loss and prepare young people to begin the next grade ready to learn and build upon their previous success. *Borman, Goetz, & Dowling, 2009; Cooper, Charlton, Valentine, & Muhlenbruck, 2000*

Local Business Owners

Local business owners (and major corporations) are interested in what the field of afterschool is doing for workforce development. How do out-of-school time programs better prepare students to enter the workforce? Local business owners also may want to know about how afterschool programs can increase productivity among working parents with school age children.

- Afterschool programs that provide strong STEM learning experiences are making an impact on participating youth—youth not only become excited and engaged in these fields but develop STEM skills and proficiencies, come to value these fields and their contributions to society, and—significantly—begin to see themselves as potential contributors to the STEM enterprise.
- “Business has a clear economic stake in the future of our nation’s children and should be an active partner in promoting policies that help young children succeed.” *Institute for a Competitive Workforce*
- High school students who have access to afterschool learning have better college and career readiness. *Schwartzbeck & Wise, Expanding Minds and Opportunities*
- More than half of the achievement gap between lower- and higher-income youth can be explained by unequal access to summer learning opportunities. As a result, low-income youth are less likely to graduate from high school or enter college (*Alexander et al, 2007*). *Summer Learning Institute*
- Parents miss an average of five days of work per year due to a lack of afterschool care. Decreased worker productivity related to parental concerns

about after school care costs businesses up to \$300 billion per year. *Catalyst & Brandeis University, 2006*

Community Members

Some community members want to know that their tax dollars are going towards worthwhile programs that in some way positively affect their lives. Information about lower crime rates or lower unemployment rates due to increased afterschool programming in their town or city may be useful.

- Problem behavior and drug use are significantly reduced among children who attend afterschool programs. *Children Now, 2013*
- Those who participate in afterschool programs reported participating in less risky behaviors (88%) than those who don't (66%). *Children Now, 2013*
- Afterschool and summer learning programs have been shown to promote positive relationships among students, school personnel, and members of the community. *Anderson-Butcher, 2010*
- Afterschool programs provide children with adult supervision, keep them off the streets, and away from negative peer influences. *Children Now, 2013*
- Afterschool programs provide safety for children who live in dangerous areas. *Huang et al., 2011*
- For every \$1 spent on afterschool programs, between \$5 and \$7 is generated in public savings. *Children Now, 2013*

Senators/State Representatives/Local Representatives

Senators and state representatives are looking for facts about how afterschool programs affect New Hampshire as a state and also how New Hampshire compares to other states in the country. Local representatives may want more local facts from the community they serve.

- Children who attend afterschool programs have greater access to art, music, theatre and dance, opportunities that contribute to student learning and achievement. *Children Now, 2013*

- A study measuring the health and social benefits of afterschool programs found that controlling for baseline obesity, poverty status, and race and ethnicity, the prevalence of obesity was significantly lower for afterschool program participants (21 percent) compared to nonparticipants (33 percent). *Mahoney, J., Lord, H., & Carryl, E., Lawrence Erlbaum Associates, Inc, 2005*
- Teens who do not participate in afterschool programs are nearly three times more likely to skip classes than teens who do participate. They are also three times more likely to use marijuana or other drugs and are more likely to drink, smoke and engage in sexual activity. *YMCA of the USA, 2001*
- For every \$1 spent on afterschool programs, between \$5 and \$7 is generated in public savings. *Children Now, 2013*
- 22% of children are unsupervised after school in 2014 for an average of 9.43 hours per week. *Afterschool Alliance*
- 41% of New Hampshire children in an afterschool program qualify for the Federal Free and Reduced Price Lunch Program.
- *America After 3PM* revealed that 35,302 children (17%) in New Hampshire participate in an afterschool program, yet 60,756 children (36%) would be enrolled in a program if one were available to them.

Parents

Parents want to know how afterschool can help their child specifically. They may have a child who needs: academic support, social-emotional support, help finding their strengths, or something else that afterschool can help with. Parents like to know how afterschool programs can help them out too.

- Children whose parents participated in their afterschool programs showed improved behavior, attitudes, and communication at home. *Henderson & Strickland, Expanding Minds and Opportunities*
- Afterschool programs have helped bridge the language gap between non-English speaking parents and the school. *Huang, et al., 2007b*
- Children who attend afterschool programs have shown improved self-efficacy. *Huang, et al., 2004*
- Families of children who attend afterschool programs had reported strengthened feelings of security. *Huang, et al., 2000*
- Afterschool programs provide children adult supervision, keep them off the streets, and away from negative peer influences. *Children Now, 2013*

