Choosing Love

The Jesse Lewis Choose Love Movement’s mission is to spread a message of “Choosing Love” to cultivate a safer, more peaceful and loving world. The Movement to Choose Love began following the tragedy at Sandy Hook Elementary on December 14, 2012 and has resulted in a transformational educational program that teaches students empowering skills and knowledge that enable them to make healthy relationships, cultivate resilience and promote responsible decision-making.

The Choose Love Enrichment Program is based on four character values that make up a formula for Choosing Love. The foundation of the program is based on social and emotional learning and decades of research showing the profoundly positive impact on school and classroom climate, grades and test scores while decreasing anxiety and a myriad of behavioral issues. The program also includes neuroscience, emotional intelligence, mindfulness and more!

Choosing Love isn't just for kids! This movement can benefit educators and parents as well! We invite you to join us to learn about the movement, how it's positively impacting children in your community and how it can benefit you!

We created a program that will have a positive impact on you, your students, and the overall classroom climate as it teaches the traits and skills that promote self-confidence, resiliency, optimism, pro-social behavior, healthy connections, and responsible decision-making.

About Scarlett Lewis

Following her son Jesse’s death at Sandy Hook, Scarlett went on an unexpected journey, inspired by a simple three-word message he had scrawled on their kitchen chalkboard shortly before he died: Norurting Helinn Love (Nurturing Healing Love). It was as if he knew just what his family would need in order to go on after this horrible tragedy. Bolstered by his words, Scarlett took her first step toward a new life. And
with each step, it became clearer how true Jesse’s message was. She learned that love was indeed the essential element necessary to move forward and that taking the path of love is a choice. We can live in anger and resentment, or we can choose love and forgiveness. With her decision made, she found some peace and began to believe that choosing love was the key to creating a healthy, safe, and happy world.

She began the Jesse Lewis Choose Love Foundation, a non-profit organization that provides materials for educators to access for free online to teach in their schools. The Choose Love Enrichment Program launched in the fall of 2015 and has made its way into 200 schools across the country and in Europe. The program is a Pre-K through 12th grade curriculum that emphasizes the simple universal teachings of courage, gratitude, forgiveness, and compassion in action. It teaches the foundational concepts and skills of Social and Emotional Learning (SEL) and is informed by current brain research and neuroscience. The goal of the Choose Love Enrichment Program is to provide children with the knowledge, attitude, and skills they need to choose love in any situation.