

CHARACTER COUNTS!



CHARACTER COUNTS!, the most widely used character education program reaches over 7 million kids around the world.

WHAT IS CHARACTER COUNTS!?

A character development framework used in schools, youth, sports, civic and community organizations that:

- Is based on shared beliefs and consensus values called the **Six Pillars of Character** that transcend cultural, socioeconomic and religious differences.
- Is a way of life for children and adults.
- Creates a physically and emotionally safe learning environment.
- Promotes academic success and social and emotional life skills of children and young people.

☒ Children learn best when they learn the **Six Pillars of Character:**
Trustworthiness, Respect, Responsibility, Fairness, Caring, and Citizenship.

☒ Children may not always listen to what we say but they will believe all that we do.

☒ A community is a great place to live, work and learn when the Six Pillars are respected and highly recognized by parents, community members, businesses, and youth organizations.

The **CHARACTER COUNTS!** initiative is designed to effectively align with a school's mission and vision.

WHAT CAN YOUR SCHOOLS AND FAMILIES DO?

Many adults' overriding concern about their children is not health, safety or poverty, rather **character and values**. "The public believes values are a vaccine; if you inoculate kids with them, they will be able to resist the world's many troubles." (Kids These Days - What Americans Really Think About the Next Generation - Public Agenda)

As teachers and parents, we can use the **T.E.A.M** process to intentionally and explicitly teach desired values and character traits.

T (TEACH): Teach children their character counts. People of character know the difference between right and wrong when their actions being guided by the pillars.

E (ENFORCE): Instill the pillars by rewarding good behavior while discouraging negative instances with fair and consistent consequences. Demonstrate the courage to enforce pillars even when it's tough to do.

A (ADVOCATE): Encourage children to live up to Six Pillars. Do not be neutral about their importance.

M (MODEL): Set an example: "Preach what we practice."

A PERSON OF CHARACTER

- Is a good person, someone to look up to and admire.
- Knows the difference between right and wrong and always tries to do what is right.
- Sets a good example for everyone.
- Lives according to the **Six Pillars of Character**.

TRUSTWORTHINESS: *Think true blue*

- Be honest
- Don't deceive, cheat, or steal
- Be reliable - do what you say you'll do
- Have the courage to do the right thing
- Be loyal

RESPECT: *Think the Golden Rule*

- Be tolerant of differences
- Use good manners, not bad language
- Be considerate of the feelings of others
- Don't threaten, hit, or hurt anyone
- Deal peacefully with anger, insults, and disagreements

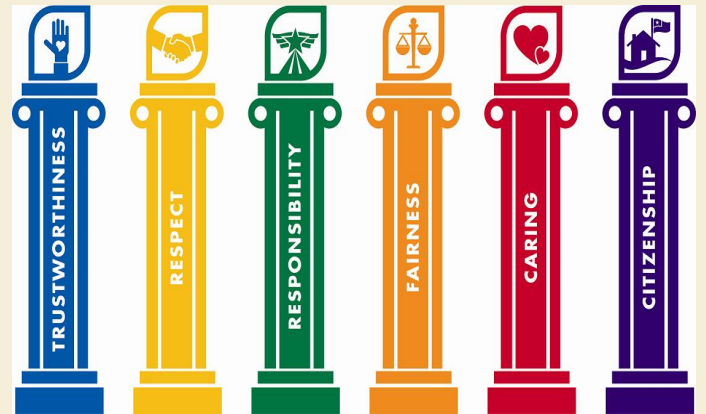
RESPONSIBILITY: *Think solid like a tree*

- Do what you are supposed to do
- Always do your best
- Use self-control
- Be self-disciplined
- Think before you act - consider the consequences
- Be accountable for your choices

FAIRNESS: *Think of sharing an orange*

- Play by the rules
- Take turns and share
- Be open-minded and listen to others
- Don't take advantage of others
- Don't blame others carelessly

CHARACTER COUNTS!



CARING: *Think of a heart*

- Be kind
- Be compassionate and show you care
- Be thankful
- Express gratitude for what people do for you
- Forgive others
- Help people in need

CITIZENSHIP: *Think royalty or purple majesty*

- Do your share to make your school and community better
- Cooperate
- Be a good neighbor
- Obey laws and rules
- Respect authority
- Protect the environment

You're a character educator

It's in the way you talk, the values you model, the conduct you tolerate, the actions you encourage and the expectations you share.

For better or for worse, you are already doing character education

OVERARCHING THEMES OF CHARACTER COUNTS!

Beliefs

- Our basic beliefs and convictions are called values.
- Our values are reflected in the attributes that make up our character, and drive our actions.

Behaviors

- Our values influence how we respond to situations.
- Our conduct (behavior) is determined by our choices.
- Our choices are influenced by our values, which regulates our ability to do the right thing.