

# CHARACTER COUNTS!<sup>SM</sup>



**This year we'll change  
the lives of 7 million  
kids nationwide with  
character education.**

**And that's only the beginning.**

CHARACTER COUNTS! improves the lives of the adults who teach it — and the communities that embrace it. CHARACTER COUNTS! gives kids a framework for ethical living. Simply put, we help kids make better choices to make everyone's life better.

CHARACTER COUNTS! is two things: an educational framework for teaching universal values and a national coalition of organizations

that support each other. The result is a culture change in your school or youth-service program.

CHARACTER COUNTS! is nonprofit, nonpartisan, and nonsectarian. It transcends cultural differences. It isn't a curriculum, an add-on, an out-of-the-box program, or a quick-fix fad. It's character education that works with your needs and pre-existing programs. Just have a look inside and see how easy it is to understand — and begin.

**[www.CharacterCounts.org](http://www.CharacterCounts.org)**

# CHARACTERCOUNTS!™ is the nation's most popular choice for character education — because it works.

**A**dministrators, principals, and teachers across the nation have found that CHARACTER COUNTS! significantly improves the way kids interact with adults. Research on CC! shows dramatically reduced behavior problems, reduced truancy, and increased test scores. Our website shows a complete report at [www.CharacterCounts.org/research](http://www.CharacterCounts.org/research). In brief, when kids learn a consistent set of universal values and teachers model those values, behavior improves and educational focus soars.

When you bring CC! to your classroom or program, you use the Six Pillars of Character in your existing curriculum and classroom management to make focusing on good character part of everything you do. Kids focus on the rewards of character instead of punishments. The CC!



national office provides training, programs, conferences, and curriculum-integration support to make sure your program is successful.

## The History

In 1992, a summit was hosted by Josephson Institute, the parent organization of CHARACTER COUNTS!, in Aspen, Colorado. A group of leading ethicists, educators, and youth-service professionals convened to develop a common language of core ethical values that transcend religious, political, and socioeconomic differences.

## The Six Pillars of Character

This esteemed group identified universal values, later called the Six Pillars of Character — trustworthiness, respect, responsibility, fairness, caring, and citizenship. A national character-education movement was established called CHARACTER COUNTS! Today, this amazing program has become the most widely implemented approach to character education.

## Training

Training is the most important step in making your program work. We offer the nation's premier certification training course, the Character Development Seminar. This comprehensive train-the-trainer format will equip a team from your school or organization to implement, evaluate, and sustain a successful character-education program. We also offer customized professional development we can bring right to your door. See our website for details and a full schedule.

## Support

You won't be left to figure it out on your own. Our national office offers free consultation, free newsletters, free resources (including loads of lesson plans), and an entire catalog of support products, also available online.

[www.CharacterCounts.org](http://www.CharacterCounts.org)  
800-711-2670



## SPECIAL CHARACTERCOUNTS!™ PROGRAMS

### Report Card on the Ethics of American Youth

Every two years we conduct a survey of high-school students across the country. This survey measures their self-reported values, attitudes, and behaviors and receives extensive media coverage.

### Pursuing Victory With Honor

Endorsed by virtually every American amateur athletic organization, PVWH equips teacher-coaches with training and support materials to develop sportsmanship and be more effective character educators.

### Foundations for Life

Our maxim-based essay program inspires students to reflect on enduring truths while building critical thinking and writing skills. Great for SAT prep, too.

### Honor Above All

Our academic integrity program provides concrete strategies to combat cheating and promote integrity.

### Ethics in the Workplace

Build your character-education program into a community initiative. Josephson Institute offers targeted seminars for district administrators, managers, business leaders, public administrators, and law enforcement to manage risk and learn leadership.





## Coalition Membership

The CHARACTER COUNTS! Coalition's more than 850 member organizations and thousands of affiliated schools reach more than 7 million youth and their families. They share information and ideas and support each other's character-education efforts. Membership is not required but there are many benefits! Check our website for details. Some of our key national coalition members include:

American Federation of Teachers

National Association of Elementary School Principals

National Association of Secondary School Principals

American Association of School Administrators

National Education Association

United States Army, Child & Youth Services

National 4-H

Boys & Girls Club of America

YMCA of the USA

National PTA

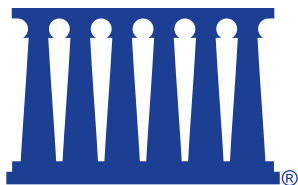
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## Get Started

The best way to get started is to give us a call or visit our website. We can give you all the details you need to begin a character initiative in your school, program, or community. It's easy! And we'll be there to support you every step of the way.

## CHARACTER COUNTS! Week

Proclaimed by Democratic and Republican presidents, the U.S. Senate and House, and governors and statehouses across the nation, CHARACTER COUNTS! Week takes place the third full week of each October, bringing together the energies and efforts of schools, youth organizations, businesses, civic groups, government agencies, and entire communities to celebrate good character and the importance of developing it in youth.



**JOSEPHSON  
INSTITUTE**  
Center for Youth Ethics

**Children are our mission.  
Because the future is sooner than you think.**

**Call us at 800-711-2670 or visit us at [www.CharacterCounts.org](http://www.CharacterCounts.org)**

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