

# CHARACTER COUNTS!™

overview



Now that you're a trained character educator, here are the key points you'll need to remember. You can count on CHARACTER COUNTS! headquarters for help and guidance. Our website is full of free resources, lesson plans, strategies, and tips. National CHARACTER COUNTS! Week, celebrated every October, is a great way to connect with others around the globe who are dedicated to changing lives through character education. Visit [www.CharacterCounts.org](http://www.CharacterCounts.org) often to keep up with the latest news and resources.

800-711-2670  
**CharacterCounts.org**



JOSEPHSON  
INSTITUTE  
Center for Youth Ethics

## **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 • Build a good reputation  
Be loyal – stand by your family, friends, and country

## **Respect** Think the Golden Rule

Treat others with respect; follow 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 • Persevere • 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; listen to others  
Don't take advantage of others • Don't blame others carelessly

## **Caring** Think of a heart

Be kind • Be compassionate and show you care  
Express gratitude • Forgive others • Help people in need

## **Citizenship** Think regal purple as representing the state

Do your share to make your school and community better • Cooperate  
Get involved in community affairs • Stay informed; vote • Be a good neighbor  
Obey laws and rules • Respect authority • Protect the environment

## **Teach** Children That Their Character Counts

Tell children that their success and happiness depend on who they are inside, not what they have or how they look. Teach them the difference between right and wrong and how to guide their thoughts and actions by the Six Pillars of Character. Explain these words and use examples from your own life, history, and the news.

## **Enforce** the Six Pillars of Character

Praise good behavior and discourage undesirable behavior by imposing fair, consistent consequences that prove you are serious about character. Demonstrate courage and firmness by enforcing the core values even when it is difficult or costly to do so.

## **Advocate** Character

Continuously encourage children to live up to the Six Pillars of Character. Don't be neutral about the importance of their character, and don't be casual about improper conduct. Be clear and uncompromising that you expect your children to be trustworthy, respectful, responsible, fair, caring, and good citizens.

## **Model** Good Behavior

Everything you say and do sends a message about your values. Be sure these messages reinforce your lessons about doing the right thing even when it is difficult. When you slip, be accountable, apologize sincerely, and do better!



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# Create Your Own Character Development Initiative

The Six Pillars of Character will help you be effective.

**Make sure your program is:**

## **Purposeful**

Articulate clear objectives.

## **Pervasive**

The Six Pillars of Character should permeate your culture.

## **Repetitive**

Messages about the meaning and importance of good character should be repeated frequently.

## **Consistent**

Attitudes, words, and actions should be consistent with the Six Pillars.

## **Creative**

Employ a variety of direct and indirect teaching strategies to engage the imagination.

## **Concrete**

Values should be grounded with real examples in realistic and relevant situations.



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