

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 often to keep up with the latest news and resources.

800-711-2670
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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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