



a quick look at...

CHARACTER COUNTS!



- *The most widely-implemented, flexible and successful approach to character education*
- *Reaching millions of youth*
- *Cutting misbehavior and crime, and improving commitment to school*
- *Extraordinarily cost-effective*
- *Research-supported and in line with NCLB requirements*
- *Embraced by people across the political and religious spectrum*



CHARACTER COUNTS! strengthens young lives through character education. Studies repeatedly show that it cuts misbehavior and improves focus on school. It works.

Special Projects

Pursuing Victory With Honor

A sportsmanship campaign to equip coaches as character educators, with training seminars and extensive support materials.

Honor Above All

An integrity promotion and cheating prevention campaign to assist teachers, administrators and parents in helping students make the character grade.

Foundations for Life

A national program to build students' skills in critical thinking, writing and character.

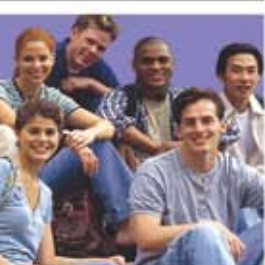
But it's not an add-on. It's a *framework*, employed by schools, communities, businesses and other organizations helping millions of youths develop the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship. The national office supports this diverse coalition with:

- training courses for teachers, coaches, administrators and community leaders
- age-appropriate teaching tools
- assessments and surveys
- conferences and reports
- networking opportunities
- publications



Frequently Asked Questions

- **Does CHARACTER COUNTS! work?** Absolutely. Studies show it cuts crime, drug abuse and other misbehavior, and bolsters students' commitment to school. Teachers commonly say that the whole school climate changes.
- **Whose job is character education?** Parents have the primary responsibility, but everyone interacting with young people has an important supporting role.
- **Where did the Six Pillars of Character originate?** At a summit conference in 1992, a diverse group of educators and ethicists sought to find universal ethical values that everyone would feel comfortable teaching to young people. They agreed on the Six Pillars as a foundation for character development.
- **How is the Coalition run?** The Josephson Institute of Ethics, based in Los Angeles, administers the nonprofit Coalition. However, members have much flexibility in using CHARACTER COUNTS!.
- **Is the Coalition political or religious?** No. Members have varied backgrounds, viewpoints and affiliations, but the Coalition and its programs are strictly nonpartisan and nonsectarian.



THE SIX PILLARS OF CHARACTER ARE T.R.R.F.C.C. Trustworthiness, Respect, Responsibility, Fairness, Caring, Citizenship

These universal values stand at the core of the **CHARACTER COUNTS!** approach to character education, far and away the nation's most popular and widely-implemented.

CHARACTER COUNTS! works best when it pervades a community, although there is much an individual can do and remarkable results are possible in a single school or organization.

How to Get Started

1. **Attend a Character Development Seminar (CDS).** This is **the country's leading program** for character-education specialists — and the key to your expanding community-wide initiative. These three-day *train-the-trainer* courses certify participants to prepare others to be **effective character educators**. A city or organization can contract for an on-site training, or individuals can attend an open-enrollment class. Also available: half- and full-day community awareness seminars, customized in-service training and advanced training for CDS graduates.
2. **Join the CHARACTER COUNTS! Coalition.** The **CHARACTER COUNTS!** Coalition is open to schools, youth-service groups and other nonprofits, as well as municipalities and local businesses. Members make three commitments:
 - To participate in and encourage community involvement in awareness programs.
 - To integrate character education into all programs and encourage families to make choices according to the Six Pillars of Character.
 - To share ideas for methods and materials that others might use.

Outstanding Coalition Benefits

Communities that join the Coalition enable all of their local schools, civic and youth organizations, churches and government agencies to receive membership benefits including:

- *Discounts on a wide range of training and educational materials*
- *Two half-off scholarships for Character Development Seminars, and ten percent off all other registrations*
- *Free consultation and program evaluation*
- *Monthly newsletter full of best practices*
- *Networking benefits and a membership directory*
- *Additional discounts for signing up local businesses that support good character*

A Powerful Membership

More than 3,500 schools along with organizations of every size comprise the **CHARACTER COUNTS!** Coalition. Members include:

Alpha Xi Delta Women's Fraternity
American Assn. of Community Colleges
American Assn. of School Administrators
American Camping Association
American Federation of Teachers
American Red Cross
American Youth Soccer Organization (AYSO)
Babe Ruth League
Big Brothers Big Sisters of America
Boys & Girls Clubs of America
Camp Fire USA
Family, Career and Community Leaders of America
Girls and Boys Town
International Assn. of Chiefs of Police
International Order of Job's Daughters (IOJD)
Jewish Community Centers Assn. of North America
Little League Baseball
National 4-H
National Abstinence Clearinghouse
National Assn. for Family & Community Education
National Assn. of Catholic School Teachers
National Assn. of Elementary School Principals
National Assn. of Police Athletic Leagues
National Assn. of Secondary School Principals
National Assn. of Student Councils
National Congress of State Games
National Council of Youth Sports
National Education Assn.
National Federation for Catholic Youth Ministry
National Honor Society
National PTA
Points of Light Foundation
Primary Focus
Sigma Nu Fraternity
United States Army Child & Youth Services
United States Youth Soccer Association
United Way of America
Veterans of Foreign Wars of the United States
YMCA of the USA
Youth Volunteer Corps of America

charactercounts.org

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- *Download free teaching tools, including lesson plans and activity ideas, handouts, a list of suggested books and a library of quotations*
- *Purchase professional materials, including books, videos, banners, posters and more*

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