

**CHARACTER COUNTS!** uses the Six Pillars of Character to help adults, teens, and children do the right thing.

Character education helps everyone become:

***Conscious, Committed and Competent***

in doing the right thing.

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*For more information:*

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**Isabella County CHARACTER COUNTS! Coalition  
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*Isabella County: a community where each citizen personally embraces and commits to the principle that CHARACTER COUNTS!*

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

*In Isabella County*

**Isabella County  
CHARACTER  
COUNTS! Coalition**

**Come join us in  
creating a community  
where CHARACTER  
COUNTS!**

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**Vision Statement**  
*Isabella County: a  
community where each  
citizen personally  
embraces and commits to  
the principle that  
CHARACTER COUNTS!*

CHARACTER COUNTS! is a service mark of the CHARACTER COUNTS! Coalition, a project of the Josephson Institute of Ethics.

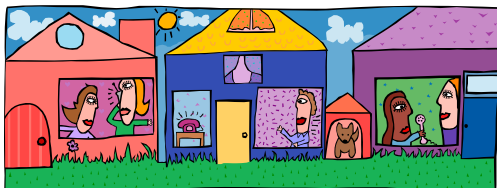
# The Six Pillars of Character

## CHARACTER COUNTS! in Isabella County

The Isabella County CHARACTER COUNTS! Coalition is a group of citizens who represent neighborhoods, families, schools, government, business, and community organizations, and are concerned about the character development of youth.

Our goal is to emphasize, teach, and model the basic character traits that are vital to maintain a healthy community.

We seek to involve the entire community to teach youth the importance and value of character development, and as adults to serve as role models of the Six Pillars of Character.



### Trustworthiness

*Be honest*  
*Be reliable*  
*Do the right thing*

### Respect

*Be tolerant of differences*  
*Use good manners*  
*Be considerate*  
*Deal peacefully with problems*

### Responsibility

*Think before you act*  
*Consider the consequences*  
*Be accountable for your choices*

### Fairness

*Play by the rules*  
*Take turns and share*  
*Listen to others*

### Caring

*Be kind*  
*Express gratitude*  
*Forgive and help others*

### Citizenship

*Improve your community*  
*Stay informed and vote*  
*Be a good neighbor*  
*Obey laws and respect authority*  
*Protect the environment*

# Doing the Right Thing

## Making ethical choices based upon the Six Pillars of Character

Have I thought about the way my choices are likely to help or hurt others?

Am I living up to the ethical principles of the Six Pillars of Character by being trustworthy, respectful, responsible, fair, caring, and a good citizen even if I have to give up the things I want?

If I cannot find a way to live up to one of the Six Pillars without violating another, am I making the choice I think will be best for society in the long run?

