

CHARACTER COUNTS! is:

- **A nationwide initiative to provide teachers, parents, and community leaders with a politically and religiously neutral – and educationally sound – framework to teach values and evaluate good character.**
- **A serious commitment to strengthen the moral fiber of young people with conscious, consistent, concrete and creative character development strategies.**

CHARACTER COUNTS! is not:

- **The product of a conservative or liberal ideological agenda. Its only goal is to promote good character based on universal ethical values.**
- **A means to introduce religion into public education (though it is in no way hostile to individual religious and spiritual beliefs).**
- **An add-on program for schools that will divert attention from academic goals.**
- **A “feel-good” program stressing personal happiness or success.**
- **A form of non-judgmental ethical relativism or values clarification.**
- **A quick-fix way of solving problems, or another “silver bullet” solution to the issue du jour. It is a carefully designed long-term community-based strategy to permanently embed character development goals in schools and youth organizations.**

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