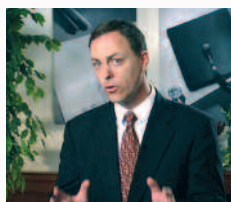




CHARACTER FIRST! Education

Many problems in today's classroom can be traced to a lack of character—including bullying, tardiness, lack of retention, disrespect for teachers, cheating, vandalism, profanity, and drug abuse—all of which hinder student achievement, school safety, and public confidence in the school.

Are you looking for solutions to these and other character challenges? Are you looking for ways to teach students how to make good decisions? If so, *Character First! Education* offers the training and resources you need.



Training

In-service training is vital so that teachers know how character can be integrated with their regular school activities as they emphasize good character, correct character deficiencies, and reinforce positive character with praise. Live seminars (4 hours) can be scheduled to provide on-site training for teachers and staff, or schools can purchase the Teacher Orientation Seminar on DVD to train teachers at their own pace.



Curriculum

The *Character First! Education* curriculum provides a host of lessons teachers can pick and choose to explain each character quality to their students. Each quality includes a 16-page Teacher's Guide with stories, object lessons, reading assignments, or other activities for either elementary or secondary grades. Support materials such as posters, music, and collectible *Character Cards* are also available to reinforce each lesson.



Implementation

Most schools focus on nine character qualities per year—usually one per month. On the appointed day, teachers introduce the new quality, its definition, and five key concepts provided in the curriculum during homeroom time or in a school assembly. Teachers then reinforce the quality throughout the month using life's teachable moments plus any activities or lessons they select from the Teacher's Guide. The last step is for teachers to follow an effective plan for praising their students' character on a regular basis. These character recognitions are for all students and provide the positive affirmation needed to change student attitudes.

For More Information

Call the Character Training Institute at 405-815-0001 or visit www.characterfirst.com for more information on how you can promote character in school, business, or home. A customer service representative will be happy to assist you.

“Character First! has been an extremely effective tool—for the students and for the teachers.”

*Principal Jerry English
Madera, California*

Why Build Character?

- Safer Schools
- Orderly Classrooms
- Responsible Decisions
- Respect for Others
- Cooperative Attitudes
- Student Achievement
- Good Citizenship

Character Qualities

Series 1

Attentiveness
Obedience
Truthfulness
Gratefulness
Generosity
Orderliness
Forgiveness
Sincerity
Virtue

Series 2

Responsibility
Patience
Initiative
Self-Control
Punctuality
Resourcefulness
Tolerance
Creativity
Discretion

Series 3

Diligence
Loyalty
Hospitality
Sensitivity
Enthusiasm
Flexibility
Discernment
Cautiousness
Boldness

Series 4

Dependability
Thoroughness
Determination
Thriftiness
Availability
Deference
Compassion
Persuasiveness
Wisdom

The Secondary Teacher's Guides are currently available in Series 1 and 2 only.

CHARACTER FIRST!®

Education Resources



Order Instructions:

- Visit store.characterfirst.com
- Fax a purchase order to:
405-815-0002 (fax).
- Call the Customer Service Dept:
405-815-0001 (phone)
- Email your order to:
orders@characterfirst.com

Character Training Institute
520 West Main Street
Oklahoma City, OK 73102

“My experience with Character First! has been unbelievable. I have had students go from failing grades to excelling grades. I have worked with at-risk youth for over 20 years and this curriculum is one of the best that I have seen.”

Michael Grady
Houston, Texas

Character First! offers a wide range of resources for an on-going character emphasis. Visit store.characterfirst.com to place an order, download free samples, or view a free introduction video. *Character First!* is a product of the Character Training Institute, a non-profit organization based in Oklahoma City.



General Resources:

Achieving True Success

This 70-page hard-bound book presents one-page lessons for all 49 character qualities. Designed for families and suitable for any age.



Character Posters

Decorate your building with large, medium, and small posters with the 49 character qualities and definitions. Pocket Guides and mousepads also available.



Education Resources:

Teacher Orientation Seminar on DVD

This 4-hour seminar explains the *Character First!* methodology and how to properly use the curriculum. For teachers of any grade.



Elementary Teacher's Curriculum

Each Elementary Teacher's Binder should last one school year, teaching one character quality each month. Four series available.



Elementary Support Materials

Choose from a variety of posters, songbooks, instructional DVDs, collectable cards, and student guides.



Secondary Teacher's Curriculum

Each Secondary Teacher's Binder should last one school year, teaching one character quality each month. Two series available.



Secondary Support Materials

Secondary posters and student guides are also available.

Higher Education Materials

Subscribe to the monthly *Character First!* Bulletin designed for the workplace and life. Subscription includes the online library filled with additional teaching resources.