

CHARACTER COUNTS!

Brag Tags®

CHARACTER COUNTS! Brag Tags are a great way to encourage positive character from your students. Here are some best practices and ideas to help you start using them at your school and in your classroom.

Best Practices

- Teach students about each of the Six Pillars of Character® (trustworthiness, respect, responsibility, fairness, caring, and good citizenship).
- When a student earns a Brag Tag, acknowledge what positive character traits they displayed and how they earned it to further reinforce the behavior.
- Look for positive behavior from all students, not just the ones who are always doing the right thing.
- Be consistent in how often you award Brag Tags and how you award them.
- Set clear expectations with your staff and students for Brag Tags.
- Remind students why showing good character matters.
- Model good character for your students to learn from.
- Turn the Brag Tags into a celebration (assemblies, class meetings, etc.).
- Communicate the Brag Tag achievements with families.



More Ideas

- Acknowledge students' character achievements at an all-school assembly or through school-wide announcements.
- Give out each Pillar of Character for actions that demonstrate that specific Pillar.
- Use the "Student of Character" Brag Tag or the "I Earned Them All" trophy tag to acknowledge the positive character choices of someone displaying all of the Six Pillars of Character.
- Display student photos with their Brag Tags and share them with their families.
- Select a "Pillar of the Month" to focus on each month. Give out Brag Tags for that Pillar and celebrate student's character with that Pillar at the end of the month.
- Supplement Brag Tags by recognizing good character for students of the week/month/year by rewarding students with ribbons, certificates, or trophies.
- Share the Six Pillars of Character with families to help extend the conversation about character at home.

We can help you meet your goals. For information about workshops, assessments, and other resources, contact us at 800-711-2670 or CustomerService@CharacterCounts.org.

CHARACTER COUNTS![®]

Brag Tags[®]

Dear Families,

This year, our school will be encouraging displays of positive character using CHARACTER COUNTS! Brag Tags[®]!

CHARACTER COUNTS is rooted in the Six Pillars of Character[®]: trustworthiness, respect, responsibility, fairness, caring, and good citizenship. As students make choices in alignment with these Pillars, they will earn Brag Tags. These are small incentive reward tags they can display to show their good character throughout the school year. We will celebrate the different acts of character together and share your student's great accomplishments with you. Read on below for more information to help you talk about character at home and reinforce what we are teaching students at school.



Teaching Character with T.E.A.M.

Families play a critical role in children's character development. Try using T.E.A.M. to help them build character.

Teach Children That Their Character Counts

We must teach our children about the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring, and good citizenship), what each Pillar means, and what it looks like and does not look like in action.

Encourage the Six Pillars of Character

Reward good behavior (usually praise is enough) and discourage bad behavior by imposing fair and consistent consequences.

Advocate Character

Continually encourage children to live up to the Six Pillars of Character by explaining and showing why demonstrating the Pillars matters.

Model Good Behavior

Everything you say and do (or neglect to do) sends a message about your values. Be sure that 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!

For more family resources and information about CHARACTER COUNTS!, visit CharacterCounts.org/families.