



# CHARACTER COUNTS! GOLD MEDAL CHILDREN'S ACTIVITY CENTER<sup>SM</sup>

## Program Implementation Tips

Frank Sahlein, National CAC Program Representative

**First** — Become a CHARACTER COUNTS! (CC!) and Gold Medal Standards (GMS) licensee!

### Banners and Posters

- Post the CC!/GMS main banner in the most prominent place in your facility.
- Hang the Gold Medal Standards posters in the main office and observation areas. You will probably need several. (Extra posters are \$9.25 each, with an additional \$1.99 for lamination.)
- Post CC! Poster Packs in the appropriate places:
  - Character Carousel Pack in the preschool areas
  - Intermediate Pack in the grade school areas (afterschool and day camps)
  - Six Pillar Classic Pack in the areas for junior and senior high school students
- Hang the CC! and Pursuing Victory With Honor (PVWH) posters in the athletic areas.

### Website

- Place the CC!, GMS and PVWH logos strategically on your homepage and throughout the website, along with quotes from the CC! literature.

### Publications

- Spruce up your brochures, program literature and internal newsletters by adding CC!, GMS and PVWH logos throughout, and inserting quotes from the CC! literature.
- Include the CC!, GMS and PVWH logos and principles in all your student/parent handbooks, such as those for gymnastics teams, cheerleading squads, child care and day camp programs.

### Press Releases and Media Contacts

- Use the CC!, GMS and PVWH logos on press releases, and craft a story for the media explaining why you chose to become a certified CC!/GMS Children's Activity Center (CAC) and how you feel about it. Mention the Gold Medal Standards message whenever you talk to the media about your program.

### Reader Boards

- Use your reader board to tell everyone that you are a CC!/GMS facility!
- Use your reader board to tell everyone that the PVWH principles are taught here!

### Staff

- Hold a program directors' meeting to discuss, adopt and implement the program, principles and materials of CC!/GMS/PVWH. Make CC! a topic in your annual directors' meeting. Program directors should include CC! principles and materials in their own staff meetings.
- Order the *Making Ethical Decisions* handbook for all directors and "Pursuing Victory With Honor – Gold Medal Standards for Youth Sports" for all coaches.
- Present an annual award for the internal program that makes outstanding progress with CC!, GMS and/or PVWH.



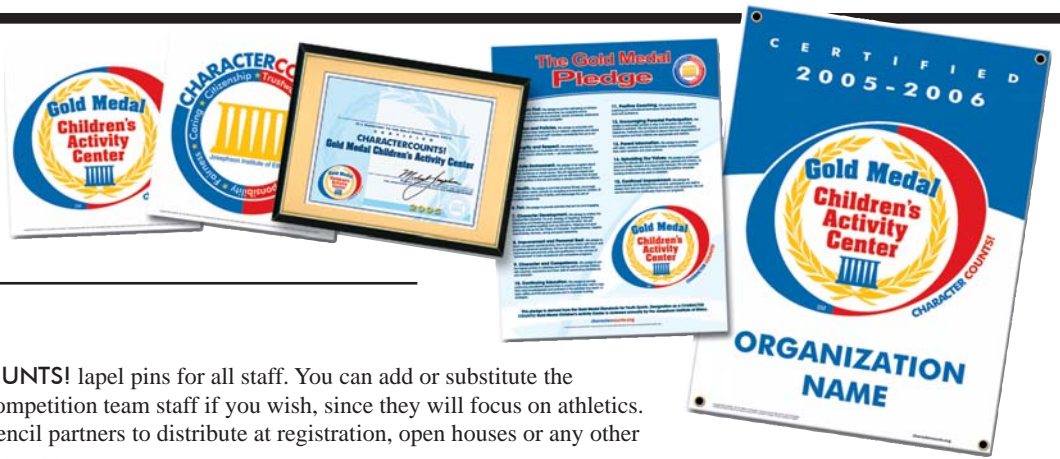
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[charactercounts.org](http://charactercounts.org)

## The Gold Medal Children's Activity Center certificates, poster and banner



### Promotional Items

- Buy CHARACTER COUNTS! lapel pins for all staff. You can add or substitute the PVWH lapel pins for competition team staff if you wish, since they will focus on athletics.
- Buy CC! pencils and pencil partners to distribute at registration, open houses or any other special events during the year.
- Buy CC! stickers to give away as promotional or reward items.
- Buy CC! or PVWH shirts for your staff for special events or as prizes for outstanding applications of CC!.

### Ongoing Programs

- **Sports Instruction** (gymnastics, cheerleading, dance, martial arts, swimming)
  - Discuss CHARACTER COUNTS! with all athletes, coaches and parents.
  - Discuss Pursuing Victory With Honor — CC! in a sports context — with all athletes, coaches and parents.
  - When internal conflicts arise, stop and use CC! principles to resolve them.
  - Coaches and athletes should deliberately exemplify CC! and sportsmanship concepts at competitions, as by handing out the CC!/PVWH wallet cards.
- **Education** (preschool, child care, afterschool, day camps)
  - Discuss CC! wall posters with all children.
  - Integrate CC! principles and materials — videos, booklets, games — into the learning stations and rotations.
  - When conflicts arise, steer children toward using the CC! principles to resolve them.
- **Entertainment** (party center, rock climbing, ropes course elements, youth or corporate team-building, inflatables, parent night outs, sleepovers)
  - Upon approval of the sponsoring agency, school, church or company, integrate CC! principles and materials into the activity.
  - Discuss CC! wall posters with all participants.
  - When conflicts flare up, stop and guide the participants into using CC! principles to resolve them.
  - Consider giving away CC! promotional items, such as pencils, pencil pals and stickers.

### Special Events

- Integrate the CC!/GMS/PVWH programs into your annual open house.
- Use the CC!/PVWH logo in competition events (e.g., gym and cheer) and on T-shirts, certificates, medals, MC script, and elsewhere. Post a PVWH banner at the meet site. Event sponsors will be more likely to lend their names (and dollars) to your events if they know you advocate CC!/PVWH.
- Hand out PVWH wallet cards, the size of business cards, to all participants at your major events (athletes, coaches and officials).
- Present CC!/PVWH Sportsmanship Awards for an athlete, coach, official and parent at each competition. Your organization will become known for these awards, and people will look forward to them!

### Other Business-Buiding Tips

- Talk to school districts, private schools, churches, youth groups and corporations about how your business can provide added value by integrating CC!/GMS principles into your great program offerings! For instance, field trips should be far easier to book with schools if you emphasize the activity you normally offer and how you integrate CHARACTER COUNTS! into it.

**Finally** — We strongly recommend that you attend a CC! training to understand its methodology more thoroughly and use it more effectively in your programs. Please check our website [www.charactercounts.org](http://www.charactercounts.org).

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