



CharacterCounts!

MidShore Embracing Character Development in All Aspects of Our Lives

The Complete Manual for Winners Walk Tall

A CHARACTER BUILDING PROGRAM

Our goal is to provide positive opportunities for children to develop into happy, productive citizens real *WINNERS* through an understanding of the moral issues of right and wrong.

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WINNERS WALK TALL

A Character Building Program for Youth

A SHORT HISTORY

Bob Mauk, a Cincinnati businessman, conceived the idea for **Winners Walk Tall** in the spring of 1992. Bob had worked with kids for many, many years in Knothole and Little League Baseball, Big Brothers, Sunday school and, more recently, as a mentor/tutor in the Cincinnati Public School System for his daughter, Julie's, second grade inner-city children.

Bob came to the realization that grade-school aged kids needed, above all, encouragement to develop self-confidence and to distinguish right from wrong. He wondered how under-privileged kids would receive suggestions on manners and morals from an outsider in a school setting. He picked a topic, got in front of the class and tried it. The kids were more than enthusiastic. The idea was born.

That summer, Bob sketched out the format for the program he called the "Mauk Magic Show" and initiated it in two second grade classes in the Douglass School in the fall of 1992. He thought about a "hook" to get and keep the attention of the kids and came up with the idea of making the program a magic show, with the "magic" being the secrets that magically insure that all of the kids will grow up to be "winners". Since all real magicians have magic hats, just before his first program, Bob pulled an old baseball cap, which just happened to be pink, out of the trunk of his car, put the topic for the week under the cap, and was off and running. He operated by himself in two classrooms for the first two years, adding topics, refining the program and putting everything in writing so that the program could easily be exported.

Bob came to realize that he had hit upon a unique formula that appeared to address directly the declining moral fiber in our country. Even though the United States is the nation thought of as being the most desirable in the world in which to live and raise a family, it is also the nation that leads the industrialized world in rates of murder, violent crime, imprisonment, divorce, abortion, sexually transmitted diseases, single-parent households, teen suicide, cocaine consumption and pornography. He could not find a program that encompassed, in a simple, direct fashion, the issues of morality by teaching manners, morals and ethics to kids before they reached their teenage years. He was convinced he was onto something very special and decided to expand the program.

Three magicians were added in the fall of 1994 so that a total of nine classes in Douglass School were covered. In the fall of 1995 the total number of magicians had jumped to twelve and the number of schools to four. In 1996, there were twenty magicians in five schools, in 1997 thirty magicians in ten schools and in 1998 over fifty magicians in thirteen schools positively affecting

the lives of over 2,500 kids aged six to twelve.

The name was changed from the “Mauk Magic Show” to the "Magic Show for Winners" in 1997, as it was believed that the use of a personal name would be a detriment to expansion. The word “winners” was added to the name to emphasize that aspect of the program. Following the '98-'99 school year, the name of the program was changed once again, this time to **Winners Walk Tall** (the name of our theme song), to avoid any possible criticism attached to the use of the words "magic" and "magician".

Incorporation as a 501(c) (3) was granted in late 1997.

Dick Allen, a resident of Talbot County, Maryland, learned about the program in the fall of 1997 and started the program throughout Talbot County in January of 1998. In the fall of 1998, Dick expanded the program into neighboring counties, Queen Anne and Kent. **Winners Walk Tall** currently is bringing the program to about 3,500 kids in the state of Maryland and another 500 in Connecticut. Maryland and Connecticut have experienced the same fantastic reception as Cincinnati. Inquiries have also been received from communities in New York and Florida as well as other cities in Ohio and Connecticut. Further expansion is on the way.

Winners Walk Tall, the theme song for the program, was written by Russell Walden and recorded by Russell and his family in 1998. It has been a great addition to the program.

A video explaining the program was first produced in Cincinnati as a volunteer project at a local high school trade school. The **Winners Walk Tall** office in Maryland produced an updated version in 2000. The video used in recruitment as well as a tool in describing the program to schools, individuals and communities interested in learning more about **Winners Walk Tall**.

In 1997, Bob Mauk wrote a booklet entitled “Get Ready - the Terrible Teens Are Almost Here” for use by Character Captains, parents, grandparents, school teachers and others who desire to communicate with youngsters about manners, morals and ethics. It is hoped that this booklet will be published in the near future so that it can be made available on a wider basis.

Winners Walk Tall is continuing to expand across the country. It is made available at no cost to any school or school district desiring to initiate the program. Onsite assistance in starting the program is also provided free of charge. It is the desire of the directors of **Winners Walk Tall** to make it easy for as many kids as possible to receive the benefits of the program. Many of those familiar with character education are hailing **Winners Walk Tall** as the best available program for providing improved opportunities for elementary school children to develop into happy, productive citizens – real *Winners* – through an understanding of the moral issues of right and wrong.

It is hoped that a future history of **Winners Walk Tall** will report on continuing acceptance and expansion all around the country with lasting affects on our society.

WINNERS WALK TALL
A Character Building Program

PROGRAM DESCRIPTION

*Winners Walk Tall is a character building program for elementary school children. It is based on a list of topics dealing with morals, manners and ethics. A community volunteer, called a **Character Coach**, visits the same elementary classroom once a week every week of the school year to deliver a positive message on good character. The weekly message is listed on a banner and the banners are posted in the classroom throughout the year.*

From its inception, the goal of **Winners Walk Tall** has been to instill in children the values necessary for them to become happy, productive citizens. While tutoring elementary students in Cincinnati, Ohio, **Winners Walk Tall** creator Bob Mauk realized that children need encouragement to develop self-respect and to distinguish right from wrong. By learning these qualities at an early age, they are able to grow into real **winners** in life.

Winners Walk Tall does not focus on one specific issue such as drug use, violence or crime. Instead it focuses the whole character of a child and teaches essential values. The basic tenet of **Winners Walk Tall** is to reach children early and in a positive way so they develop the habits of good character, qualities they will carry into their teenage lives and beyond.

During their weekly fifteen minute classroom visits, **Character Coaches** discuss a single topic with the students. The positive messages deal with morals, manners and ethics, and cover a broad range of Do's and Don'ts. The volunteers are provided with a list of topics including:

- **Winners Walk Tall With A Smile**
- **Manners Matter**
- **Set Goals And Go After Them**
- **Play By The Rules**
- **Strive To Be A Winner**

The children are asked to participate in all discussions and to practice skills, such as walking tall with a smile and shaking hands. **Character Coaches** continually refer back to past topics and classroom teachers use the posted banners as positive visual reminders throughout the year.

While school staff could cover this material, and many do, the fact that the **Character Coaches** are volunteers from the community emphasizes the importance of their message. Through their weekly visits, they also provided extra support to schools and families by reinforcing valuable moral lessons.

There are not statistics at this time to verify the success of **Winners Walk Tall** but all indications point towards its effectiveness. The students are enthusiastic and love to demonstrate what they have learned in previous sessions. The **Character Coaches** also reap rewards from the program. With comments like,

“This is the best part of my week” and “It is an honor to be a part of this,” the volunteers report strong connections with their students.

Winners Walk Tall is still made available at no cost to any school or school district. On-site assistance for starting the program and training volunteers is also provided free of charge. To begin, all you need are enthusiastic volunteers, who recognize the importance of morals and manners, and teachers who are ready to welcome the **Character Coaches** into their classrooms.

To learn more about **Winners Walk Tall** visit us online at www.winnerswalktall.org. Or call us in Cincinnati or Maryland to request a copy of our new video, which introduces the program to interested schools and communities and may be useful in recruiting volunteers.

WINNERS WALK TALL

PRESENTATION TOPICS

1. **WALK TALL WITH A SMILE!**
2. **MAGIC WORDS -- "PLEASE" AND "THANK YOU".**
3. **SHAKE HANDS WITH A FIRM GRIP, LOOK THE PEOPLE IN THE EYES AND CALL THEM BY NAME, WITH A SMILE!**
4. **LEARN HOWEVER, WHENEVER, WHEREVER YOU CAN!**
5. **TV IS A TIME-WASTER.**
(and delivers the wrong messages)
6. **READ, READ, READ!**
(read to succeed!)
7. **STRIVE TO BE A WINNER.**
(winners do what they are supposed to do)
8. **LISTEN TO LEARN, LEARN TO LISTEN.**
9. **HARD WORK IS WORTH IT.**
10. **NEVER, EVER LIE -- OR STEAL (SHOP-LIFTING IS A CRIME).**
11. **SET GOALS -- THEN GO AFTER THEM.**
12. **COUNT YOUR BLESSINGS.**
13. **BE HONEST WITH YOURSELF.**
14. **CHOICES, CHOICES - MAKE THE RIGHT ONES.**
15. **MANNERS MATTER.**
16. **WHAT CAN I DO FOR YOU?**
17. **STAY FAR AWAY FROM GUNS AND KNIVES.**
18. **CHOOSE YOUR FRIENDS CAREFULLY.**
19. **PEER PRESSURE -- WATCH OUT!**
(gangs can be a problem)
20. **SHOWING RESPECT BRINGS RESPECT.**
21. **DO THE BEST YOU CAN WITH WHAT YOU HAVE.**

22. **DEVELOP GOOD HABITS - AVOID BAD HABITS.**
23. **START SAVING EARLY.**
24. **TAKE CARE OF YOUR REPUTATION.**
(it's your most valuable asset)
25. **WHEN IN DOUBT, TRY COMMON SENSE.**
26. **MAKE AS MANY FRIENDS AS POSSIBLE.**
27. **DEVELOP TRUST - A MOST PRECIOUS TRAIT.**
28. **CAN "CAN'T" -- TRY "TRY".**
29. **GREED BREEDS TROUBLE.**
30. **ENGAGE BRAIN BEFORE ENGAGING MOUTH.**
31. **CHEATERS ONLY CHEAT THEMSELVES.**
32. **BE SMART - DON'T START.**
JUST SAY "NO" TO DRUGS, ALCOHOL, TOBACCO, HUFFING.
DON'T EVEN TRY.
33. **DON'T LOWER YOURSELF TO SWEAR.**
34. **DO IT NOW -- OR WRITE IT DOWN.**
35. **SHOW RESPECT FOR THE OPPOSITE SEX.**
36. **STAY FIT.**
(and always keep yourself clean)
37. **DO IT RIGHT THE FIRST TIME.**
38. **DON'T MAKE EXCUSES - ADMIT YOUR MISTAKES.**
39. **PROTECT OUR ENVIRONMENT.**
RECYCLE EVERYTHING and DON'T LITTER.
40. **GOOD GRAMMAR PAYS OFF.**
41. **SETTLE YOUR DIFFERENCES "PEACEFULLY".**
42. **"I WILL" IS MORE IMPORTANT THAN "IQ".**
43. **COMPLIMENT - NOT CRITICIZE.**
44. **LEARN TO ENJOY THE "ARTS".**
45. **"O" STANDS FOR "OPPORTUNITY".**

46. **PLAY BY THE RULES.**
47. **OH, HOW I WISH I HADN T! .**
(instant gratification - think first, watch out, is it worth the risk?)
48. **LEARN TO FORGIVE .**
49. **YOUR ADVICE, PLEASE**
50. **SMILE! SMILE! SMILE!**
51. **MAKE GOOD USE OF YOUR FREE TIME.**

WINNERS WALK TALL

PRESENTATION TOPIC EXPLANATIONS

RESPECT

- 1. WALK TALL WITH A SMILE!**
Ask each child to walk to the front of the room, standing tall, with a smile. They love it. Have them repeat as necessary. Explain: When you smile, others smile back. Walk like a winner!
- 2. PRACTICE THE MAGIC WORDS -- PLEASE AND THANK YOU**
Ask the kids for other magic words like “may I” or “excuse me.” Ask them for examples of using magic words. Stress that **winner**s use magic words all the time. Explain: Magic words show respect
- 3. SHAKE HANDS - FIRM GRIP, LOOK THE PEOPLE IN THE EYES AND SMILE!**
Have each child walk to the front of the room, standing tall and with a smile - then shake your hand firmly, looking you in the eyes and saying your name. This is a great session, extremely important and the kids really enjoy it. These are traits of **winner**s. They will want to shake your hand as you come to class each week.
- 4. I AM RESPECTFUL**
Discuss what respectful behavior looks like. Make a list of their comments on the board. Share examples of how you show respect to others.
- 5. MANNERS MATTER**
Good manners make kids stand above the crowd. Make lists of good manners and bad manners. You will have to help with the lists. Include such ideas as holding the door for others, not chewing gum in public, taking off your hat when indoors, etc. Good manners are a sure sign of a **winner**.
- 6. I RESPECT MYSELF**
Discuss self-respect and why it is important. Explain: If we treat ourselves with respect, it is easier to give respect to others. Ask for examples of self-respect, such as: don't be overly critical of yourself, forgive yourself for mistakes, and believe in yourself. Make a list of students' responses on the board. Ask: How will you respect yourself today? Conclude by having the students cheer: I Respect Myself!
- 7. SHOWING RESPECT BRINGS RESPECT**
Treat others as you want them to treat you – that is the Golden Rule. Always think, “What if our roles were reversed?” - then decide what to do. **Winner**s always show respect for others.
- 8. I LIKE ME**
Explain to the kids that they are each very special and unique. It is important that we appreciate our own good qualities. Ask kids to make their own list entitled, ‘I like me because.’ You may need to help students. Suggest phrases like “because I am kind, because I am funny, because I am good at games.” Encourage the kids to keep their lists and show it to their parents.
- 9. STAY FIT**
Winners respect themselves and strive to have good health. They eat healthy foods and exercise. Make sure you emphasize the importance of good health and feeling good rather than being skinny.
- 10. MAKE MANY DIFFERENT FRIENDS**
Ask: Why are friends important? Because they are caring, helpful and fun to be with - those are just a few examples why. Discuss how you make and keep friends. And discuss how interesting it is to have a variety of friends. Your friends do not all have to be the same or be like you.
- 11. I AM WHAT I THINK I AM**
Discuss the power of positive thinking. If I think I am a **winner**, I am a **winner**.
- 12. GOOD GRAMMAR GETS RESPECT**
Listen to and learn from others who use good grammar. TV often teaches poor grammar – don't pick up bad habits. **Winner**s use good grammar. Others judge us by the grammar we use and may think we are being disrespectful if we use poor grammar and bad language.
- 13. SETTLE YOUR DIFFERENCES "PEACEFULLY."**

Disagreements come up frequently even with friends. To settle your differences, don't use mean words, fists or weapons. Find a middle ground. Shake hands, smile, and go on. Try to find a **win-win** solution for everyone.

RESPONSIBILITY

1. I AM RESPONSIBLE

Discuss with the kids what responsible behavior looks like. Ask them for examples of how they are responsible at home, at school and in their neighborhood. On the blackboard, make a list of their responses. Invite each student to set a goal of one new way they'll be responsible today.

2. THINK BEFORE YOU SPEAK

Engage your brain before you speak. A thoughtful person does it right the first time. Avoid just blurting out your thoughts. Ask yourself, "Would I like it if someone said this to me?" and "Do I really mean this?" **Winners** think before they speak.

3. LOOK BEFORE YOU LEAP

Think before you act. Don't make snap decisions. Ask yourself, "Would I do this if my father/grandmother/teacher know about it?" and "Would it be ok if everyone acted this way?" **Winners** think before they act.

4. STRIVE TO BE A WINNER.

Winners do what they are supposed to do. **Winners** live by the "Winner's Code" - all the things we have talked about together - all the "DO's" and "DON'Ts." List the characteristics of a **winner** (education, staying out of trouble, kind, helpful). This is an easy topic.

5. LEARN HOWEVER, WHENEVER, WHEREVER YOU CAN!

Ask "how" they can learn.

Ask "when" they can learn.

Ask "where" they can learn.

Use the blackboard to sum up the session with "**winners** learn however, whenever, wherever."

6. TV IS A TIME-WASTER.

Hit this theme often. Challenge the kids to limit their TV viewing for the following week to ½ hour a day. Ask what they can do instead of watching TV. Share examples of what you do rather than watch TV. Stress that TV promotes violence, teaches poor grammar and bad habits.

7. READ TO SUCCEED

Stress the importance of reading. Read posters, billboards, and road signs. Suggest reading as an alternative to TV. Reading separates the human race from animals. Suggest they get acquainted with their neighborhood library. You might give each child a copy of a story to take home and read. **Winners** read, read, read!

8. CHOICES, CHOICES - MAKE THE RIGHT ONES

Ask the kids to talk about some of the choices they have to make every day. After you discuss some of the easy choices, go into some of the tougher ones. **Winners** say NO to tobacco, drugs, alcohol, stealing, and lying. Also discuss some of the decisions parents and adults have to make. At times, it is a challenge for all of us to make the right choices. The key is to think before we act!

9. OH, HOW I WISH I HADN'T!

To avoid regret and remorse think first and ask "Is it worth the risk?" We all do things we wish we hadn't, but we should try to keep that to very minimum. This is a great chance to review stealing, lying, cheating, saying no to drugs, and alcohol, and wasting time. This topic can be used in conjunction with other topics throughout the year. **Winners** think twice before pursuing instant gratification and work very hard to avoid the possibility of having serious regrets.

10. MAKE GOOD USE OF YOUR FREE TIME.

This is a good topic before vacations or summer break. List constructive activities kids can do with their free time this summer. Perhaps you also might list activities they should not do. Don't waste your free time. Don't let today's opportunities slip away. **Winners** will have a great sense of accomplishment after a holiday well spent.

11. WHEN IN DOUBT, USE COMMON SENSE.

When befuddled, stop and think before acting. Use practical solutions. Trust your gut feeling to you make the right choice! **Winners** do.

12. NO EXCUSES

Put “can’t” in the trash can. Stress the negative connotation of “can’t.” Even if you might fail, still give it a “try.”

Winners think positively and try without making excuses. Losers think negatively and tend to say “I can’t.”

Michael Jordan believes every shot is going in the basket. We should think positive thoughts and try.

13. DO IT RIGHT THE FIRST TIME.

If you do it right the first time, then you only have to do it once – that includes homework, chores, etc. It pays to take a little extra time and have to do it only once. Plan the task before starting – break it down into small manageable steps. **Winners** are careful to do it right the first time.

14. CHOOSE YOUR FRIENDS CAREFULLY.

Friends can lead you astray. Make friends with those who share your high standards. Choose other **winners** as friends. Avoid those kids that might lead you to do things you are uncomfortable doing and know are wrong.

15. PEER PRESSURE -- WATCH OUT!

Repeat this idea often. Kids are talked into trouble by being pressured by their peers. You must discuss the meaning of the word “peer. Discuss that some kinds of peer pressure is positive.

16. DEVELOP GOOD HABITS

Get the kids to list both good and bad habits. Stress to the kids to focus on developing good habits. It takes practice and work. **Winners** develop habits like reading every day, being on time, helping others. By developing our good habits we work on “Being the best we can be”

17. SET GOALS AND GO AFTER THEM

Discuss the importance of setting goals, and why is it responsible to set goals? Explain the difference between dreams and goals: dreams are wishes and aspirations goals have a date next to them, a time frame for accomplishing them. Both are important. Discuss big goals and immediate goals, such as becoming a vet versus buying a new bike. Ask the kids about their goals and talk about yours.

18. PLAN AHEAD AND BE PREPARED

Don’t use “I forgot” as an excuse. Plan ahead and be prepared so that you follow through on your promises and responsibilities. Make lists to help you remember your chores. Don’t wait for someone to remind you what needs to be done.

19. HARD WORK IS WORTH IT

What are the rewards for hard work? It feels good when the job is completed. How hard do you think Michael Jordan works? How hard does your teacher work or your parents? **Winners** work hard.

20. START SAVING EARLY.

Ask the teacher to collect and clean ½ pint milk cartons from the cafeteria. On the day of the session, staple each closed, cut a money slot in them. Ask each child come to the front to receive a carton. Have each child write his name on his carton and if you like, give every student some coins to start his bank. Make sure they look you in the eyes and stay “thank you.” Saving just 10 cents/day from today till high school graduation will build to \$550. **Winners** are responsible because they save for the future.

21. MY FUTURE IS BRIGHT

Help the kids understand that they are responsible for their future. Ask them about their dreams and aspirations; what do they want to be when they grow up? By setting goals, planning ahead, and working hard they are **winners** with bright futures.

CITIZENSHIP

1. I AM A GOOD CITIZEN

Discuss how good citizens behave. Emphasis to the kids they are citizens and that they make a difference in their schools, families and communities.

2. BE SMART - DON'T START.

Say NO to drugs, tobacco and alcohol. Stress this often. Kids understand this topic. Hit them hard on this and come back to it later. Emphasize “don’t even try” and don’t let peer pressure shove you into trying when you know it is wrong. **Winners** don’t use drugs, alcohol or tobacco.

3. PROTECT OUR ENVIRONMENT

Pick up some trash from the schoolyard on your way in and show it to the class. List what can be recycled (aluminum, glass, newspaper, misc. paper). Discuss the reuse of such items as clothes, cars, homes, newspapers and magazines. Stress “don’t litter,” and talk about what would happen if we all littered. Charge them to pick up the litter in the neighborhood as a good deed for the week and put in the trash or recycle.

4. ENJOY THE ARTS I AM CREATIVE

Have the kids repeat out loud: I am creative. Share a piece of your favorite art with the class – a poem, a painting or a musical composition. Ask the kids about the art programs in their school. Talk about why the arts are important and about how do the arts improve our communities?

5. WHAT S IN THE NEWS?

Discuss with the kids the importance of keeping up with the news. Explain that in some parts of the world, people don’t have access to information like we do in the United States. Choose an appropriate current event and invite the kids to share their opinions.

6. WHAT IS YOUR VOTE?

Discuss why voting is part of good citizenship. Explain that in some countries citizens do not have the right to vote. Talk about why voting is a right and a responsibility. Hold a mock election in the class – pick a topic the kids will relate from choosing the next president to picking next week’s topic.

7. READ, READ, READ

Talk with kids about the importance of books. We have easy access to books in this country but in some other parts of the world, books are hard to find and few people, including kids, own them; nor are there libraries. Ask: what would life be without books to read? **Winners** are grateful for all the books they can read and they read whenever and wherever possible.

8. SMILE! SMILE! SMILE!

Winners smile a lot. When we smile, others smile in return. What a difference a smile makes. Have the kids smile at their desks. Have the kids walk around the room smiling.. Yes, we should smile all the time. Explain that something as simple as a smiling helps make the world a better place.

CARING

1. I AM KIND

Discuss with the children what kind and caring behavior looks like. Ask the kids to think about a time someone was especially kind to them. How did it feel to be treated with kindness? Ask: What would this school look like if we all did not care about one another?

2. HATE STEALS YOUR HEART

This may be a good time to refer to current events or talk about bullying. Encourage the kids to “have a heart.” Don’t waste time and energy being mean and hateful. Instead be kind, compassionate and forgiving. **Winners** care about other people, and they respect people who are different than themselves.

3. USE SINCERE COMPLIMENTS

Only say it if you mean it. Giving compliments is a way to show others that you care. However, be honest. Don’t say something you don’t mean. Discuss why sincere compliments are better than criticism.

4. LISTENING SHOWS YOU CARE

Caring people are good listeners. They know how to listen to others, including friends and family, without talking or giving an opinion. Have groups of students role play good listening skills versus bad listening skills.

5. WHAT CAN I DO FOR YOU?

Build up this topic with the idea that this is the most magical question in the world. Suggest each child try it on a parent or someone else and report back next week. This question shows a willingness for doing good deeds. **Winners** ask it often.

6. LEARN TO FORGIVE

Holding a grudge gets a person nowhere. When you forgive, you make a friend for life. Don't think about getting even as an alternative. Discuss why it is difficult for people to forgive others in some instances. Forgiving is a true sign of a **winner**.

7. COUNT YOUR BLESSINGS.

Consider using this topic just before Thanksgiving or the Winter Break. Ask the kids to list the people in their lives for whom they are thankful. Then talk about things for which they are thankful – but clarify that you are not talking about things they own. Instead, talk about the larger things that make our lives good – like hospitals, parks, community sports teams, and libraries. **Winners** count their blessings.

8. HAVE AN ATTITUDE OF GRATITUDE

Winners are grateful. They appreciate their friends and their families. Discuss with the kids what it looks like to be grateful. Also, talk about how to express gratitude. **Winners** show their gratitude by being kind and respectful.

TRUSTWORTHINESS

1. I AM TRUSTWORTHY

Discuss how a trustworthy person behaves. Ask students to describe things they do to show they are trustworthy. Ask: Why is trustworthiness important? Who do you trust and why? What would the world be like if we couldn't trust one another?

2. NEVER, EVER LIE -- OR STEAL.

Lying and stealing are just plain wrong. **Winners** don't do either. People know when you are lying (and you have to remember your lie). Use the story of Pinocchio (perhaps the teacher can help with the plot).

3. BE HONEST WITH YOURSELF

Admit to yourself who you are, your good and bad qualities. Knowing yourself develops self-confidence. Don't try to be someone you aren't. Be honest with yourself when you make a mistake. **Winners** are honest with themselves.

4. TAKE CARE OF YOUR REPUTATION

What you do, comes back to you (the boomerang rule). It is tough to clear up a bad reputation - it goes with you. How do you want your friends and teachers to think about you. **Winners** have spotless reputations.

5. DEVELOP TRUST - A MOST PRECIOUS TRAIT.

Bring a blindfold to the class. Ask for two volunteers. Blindfold one child and have the other lead him around the room so he avoids hitting anything. The one blindfolded has put his trust in the other. Babies are helpless and must trust others. **Winners** always behave so others trust them explicitly.

6. YOU CAN COUNT ON ME

Winners are reliable. You can count on them to keep their word, to follow through on commitments and to tell the truth

7. CHEATERS CHEAT THEMSELVES

Do the best you can with what you have. Don't be afraid to say "I don't know." Cheating is similar to stealing - both are dishonest. Cheaters have bad reputations. **Winners** don't cheat.

8. ADMIT YOUR MISTAKES DON T MAKE EXCUSES

We all make mistakes. Say, "I'm sorry" and move on. The excuses we use are half-truths and just get us into trouble. Impress on the kids the importance for each one of us to assume personal responsibility for our actions. Talk about excuses they may have used for not completing their homework or for not doing what was asked of them. **Winners** never make excuses. They admit their mistakes.

9. YOUR ADVICE, PLEASE.

Discuss with the kids the idea that **winners** often seek the advice of others. People will think a lot more of you when they believe you value their advice. Choose kids to role model, suggest some hypothetical scenarios and have them ask other kids for specific advice or assistance. Stress that they must listen carefully to advice when it is given. Asking others for advice develops a feeling of trust and togetherness.

FAIRNESS

1. I AM FAIR

Discuss with the students how someone who is fair behaves. Ask them to name someone they respect who is fair. Ask: What would this school be like if we weren't fair? Have the kids create a list of ways they will be fair at home or at school. List their responses on the board.

2. PLAY BY THE RULES

We have rules at home and at school. Our parents and teachers set rules. Our elected officials set rules. All of us must abide by these rules. Ask the kids to list some of the rules we all must obey. This is a great opportunity to review earlier topics related to respect or responsibility. Discuss with the kids the idea of fair play as it relates to taking turns and putting the other guy first. Finish with the greatest rule of all, the Golden Rule. **Winners** always "play by the rules."

3. DON'T BE A BULLY

Don't be a bully and don't stand by when someone else is bullied. Discuss with the kids what bullying is: it verbal or physical harassment and includes persistent teasing, ridicule or gossip. Bullying hurts other people and makes the bullied person feel uncomfortable, unsafe and intimidated. Talk about who they can go to for help when they are the victim of bullying or when they witness bullying. Write some simple hypothetical situations about bullying on scraps of paper, put them in a hat and have kids draw out a slip to role play.

4. GREED BRINGS TROUBLE.

Greedy people hurt others. Your decisions should be fair to all parties. **Winners** do not win by being greedy. Ask for examples of greed. Talk about alternatives to greedy behavior, like sharing and win-win situations.

5. BE THE BEST YOU CAN BE

Always try hard and do your best. Do the best you can with what you have. Don't be jealous of others who have different talents than you. Envy can lead to cheating and stealing, and **winners** don't do either.

WINNERS WALK TALL

TEACHER SUPPORT SUGGESTIONS

Throughout the coming school year, a volunteer, called a **Character Coach or Ambassador** will be visiting your classroom once a week every week to deliver a positive message on manners and values. The following suggestions are provided to facilitate the classroom presentations of **Winners Walk Tall**. Teacher's suggestions are always welcomed and encouraged.

1. It is highly recommended that teachers be present in the classroom during the presentation of **Winners Walk Tall**.
2. Teachers are encouraged to participate in the discussions.
3. A permanent space should be made available for displaying the banners for the entire year.
4. When possible, teachers should provide blackboard space that can be utilized during each session.
5. Teachers will be asked to assist with the handouts, when they are used.
6. It is suggested that the teachers exchange telephone numbers or e-mail addresses with the **Character Coach**. Talking occasionally between sessions can help with schedule changes and with addressing classroom issues.
7. When asked, the teacher should complete the Teacher Questionnaire thoughtfully and return in the envelope provided. Teacher comments are taken very seriously. Teachers can be most helpful in improving the program.
8. All **Character Coaches** are volunteers. The teachers participating in **Winners Walk Tall** are also volunteers, volunteering their assistance as well as their classroom time. A teacher may terminate the program at any time by notifying either the **Character Coach** or school coordinator.
9. Teachers are encouraged to frequently reinforce the topics that the **Character Coach** has already discussed. This reinforcement is critical to the success of the program.
10. It is our sincere hope that children, teachers, volunteers and parents will all benefit from **Winners Walk Tall**. We hope this program will reinforce the positive lessons about good character students are already learning in their classrooms and at home.

WINNERS WALK TALL

TEACHER QUESTIONNAIRE

We are constantly striving to make **Winners Walk Tall** a better program. In order to accomplish this, we need your comments and suggestions. Please take a few minutes to complete this questionnaire and return it to the address listed below. Many thanks.

Your Name: _____ **School:** _____

Character Coach/Ambassador: _____

Grade: _____

1. Do you believe the children enjoy the program?
Yes ____ No ____
2. Do you believe the children learn any "Life Lessons" as a result of the program?
Yes ____ No ____
3. Do you wish to continue having the program as a part of your classroom?
Yes ____ No ____
4. What topics do you think should be added, deleted or changed to improve the program?
5. What topics stand out as being the most effective.
6. Do you believe your **Character Coach/Ambassador** is an effective communicator?
Very Effective ____ Effective ____ Not Effective ____
7. Please suggest how your **Character Coach/Ambassador** might improve his/her delivery and presentation.
8. If you have received comments from the families of your students or from the students themselves, please summarize them:
9. Other comments (use the reverse side if you require more space).

Thank you for helping make Winners Walk Tall more meaningful for everyone.

Please return completed survey to Guidance Counselor

WINNERS WALK TALL

CHARACTER COACHES JOB DESCRIPTION

What does it take to be a volunteer **Character Coach** with **Winners Walk Tall**? Enthusiasm, love of kids, a free spirit, and a desire to be part of a growing movement to ensure that all children can be real "**winners**" in life.

We have found that our volunteers enjoy "hands-on" work. Our current **Character Coaches** come from a variety of backgrounds - professional people, college students, entrepreneurs, housewives, retirees, bankers, and real estate brokers. **Character Coaches** are also individuals who recognize the importance of common values such as respect and responsibility. It goes without saying that all **Character Coaches** live by the values and high standards espoused by **Winners Walk Tall**.

Winners Walk Tall operates during regular school hours (with a great deal of freedom as to day of the week and time of day) from September to May - with time off for Christmas and spring vacations. It is expected that each **Character Coach** will spend about one to one and a half hours per week (this includes travel time) on this assignment for somewhere between 25 and 30 weeks per year. **Character Coaches** eagerly anticipate each session and feel they are teaching important life lessons. The **Character Coaches** also report strong feelings of belonging with their students.

Each **Character Coach** is provided with a copy of the Complete Manual for **Winners Walk Tall**, which details all aspects of the program. The manual includes an overview of **Winners Walk Tall**, a list of how to suggestions for serving as a successful **Character Coach**, a list of presentation banners with hints on how to handle each topic, teacher and parent questionnaires, and a copy of the graduation certificate.

The job itself is simple. Each week the **Character Coach** goes to his or her school, registers at the office and proceeds to the first of two classrooms (always the same two classrooms). He spends about fifteen minutes with the first class discussing the topic of the week, which is listed on a banner, and then proceeds to the second classroom and presents the same topic. At the end of each visit, the banners are permanently posted in a special place in each classroom. It is amazing how such a simple endeavor can produce such positive results.

New and prospective **Character Coaches** are asked to study the manual and then observe one or two actual sessions. **Character Coaches** may also watch the **Winners Walk Tall** video or visit the website at www.winnerswalktall.com. Then you're ready to go. It's easy. It's fun. It's satisfying and it provides a most needed service to society

WINNERS WALK TALL

CHARACTER COACHES HOW TO SUGGESTIONS

1. **Character Coaches** generally visit two consecutive classes each week from September to May. Each session should last approximately fifteen minutes.
2. Each **Character Coach** is provided with a pink baseball cap, The Complete Manual for **Winners Walk Tall**, and a set of banners with descriptions.
3. Before your first visit, arrange to meet with your classroom teachers. Review the list of topics and select a spot in each classroom where the banners will be displayed for the year. Ask the teacher to be present during your visits in order to participate in discussions and assist with discipline. Also, a clean desktop is essential to keeping the kid's attention. Ask for the teachers' assistance with this. Exchange phone numbers or e-mail addresses. A call here and there can be helpful to discuss classroom issues or scheduling, such as a sudden school assembly or test.
4. It is ok to miss an occasional visit but always let your teachers know in advance. Use occasions such as an absence to model good manners. For instance, write a letter to your students explaining why you will miss a week or send a postcard if you are on vacation.
5. If your absence will be prolonged, find a substitute. Make sure your teachers and students know about this change in advance.
6. Start the year using the first banner "Winners Walk Tall With a Smile." Discuss with the kids the goal of **Winners Walk Tall** for the coming school year: to help all of them be real **winners** in life (happy, productive citizens). Re-emphasize the **winners** theme in future sessions.
7. Explain the purpose of the pink hat in the early sessions. First, it helps you stand out as a **Character Coach** in the school. Second, the weekly banner will be pulled from the hat.
8. At the end of each session, post the new banner in the designated area. Take time in future visits to review previous topics. Repeat those that are especially important to you. Also, repeat topics to help address classroom issues. If one of your teachers mentions that the class is having trouble with fighting at recess, you might re-visit a topic like "Settle Your Differences Peacefully."
9. The topics are organized around the *Six Pillars of Character*. You are not required to present these in any particular order. However, if your school is following a Pillar of the Month Schedule, it would be helpful for you to follow along. Do not expect to cover all the topics.
10. Keep your message simple. Don't try to cover too many points in one session. Also, be careful not to use words the kids will not understand or if you use them, define them.
11. When discussing the *Six Pillars of Character*, don't assume kids know what these words mean. Explain what the behavior related to each trait looks like. Use questions like: How does a responsible student behave? What sorts of things does a caring person do? Your goal is to help kids identify these behaviors in themselves and practice them. This process will make them real **winners** in life.
12. At the beginning of the year, have every child take home the HANDOUT FOR PARENTS. It is important that parents and guardians are familiar with this program. At the end of the year, send home the PARENT QUESTIONNAIRE. Ask the kids to return it to their teacher who will give the questionnaires to the school's Character Counts! Coordinator.

13. In the spring, pass out the **TEACHER QUESTIONNAIRE** (with a self-addressed stamped envelope). Completed forms should be mailed to *Character Counts! Mid-Shore Community*. The results will be returned to you.
14. The use of props may be helpful – especially with younger students who aren't reading. **Character Coaches** have used stuffed animals, puppets, magic tricks and cartoons. The blackboard can also be useful. If you provide handouts, get the teachers ok first.
15. Periodic use of favors, such as pencils, bookmarks and stickers, can be considered. Make sure you give a favor to every child. Don't overuse.
16. Some **Character Coaches** like to have the students stay in their seats, others gather them around on the floor. Try both and see what works best for you. Consider a combination.
17. Use stories – oral stories or books – to help students understand a topic. Ask the school or local children's librarian to help find age appropriate books on your subject.
18. Use class participation extensively. Write the students' comments on the blackboard. Use role playing to give kids a script they can use to work through real life situations.
19. Use chants, slogans and rhymes. Create traditions in your visits. One **Character Coach** has his students chant "Never Give Up, Never Give Up, Never Give Up!" at the end of every session. This is inspiring for both the kids and the adults.
20. During the year, ask your teachers for suggestions on how you can be more effective. Remember your teacher is a trained educator who can help you understand how kids learn. Don't be afraid to ask for guidance if you feel the class isn't responding. Also, go to the kids for advice. They are sure to have opinions.
21. Compliment the teacher in front of the kids. Emphasize that you are working with the teacher.
22. Review the **Winners Walk Tall** theme song. Use the words or request a copy of the music from *Character Counts! Mid-Shore Community* to sing it in your classes.
23. Be a good role model.
24. Review these suggestions periodically.
25. **HAVE FUN!**

WINNERS WALK TALL

GETTING STARTED in a NEW SCHOOL DISTRICT

Here are some ideas for getting **Winners Walk Tall** started in your school or school district.

- 1) All projects need a leader. This one does, too. The ideal individual should have the interest and the time, and believe that this simple program will produce significant results. He or she should be highly respected within the community and have contacts and friends on whom to draw for support for keeping the program energized.
- 2) If more than one school is involved, pick a person from each school's group of **Character Coaches** to be a **School Coordinator** for that particular building. You can delay making this decision until later if there are any questions. This individual's responsibilities may cover the following:
 - help select the volunteer **Character Coaches** who will work in that school.
 - training the **Character Coaches**.
 - evaluate individual performance.
 - distribute and explain materials.
 - assist with arranging substitutes as necessary.
 - explain the program to teachers whose classrooms will host a volunteer.
 - keep in touch with the principal or other designated administrative contact.
- 3) To get started, get the approval and backing of the school board, school administration, PTA or individual school principal. Explain the program, agree to present it to the school staff at a staff meeting, show the video, and share the materials. Getting started will be easier when you have the support of as many people as possible. Explain that you will stop the program if the administration is not completely satisfied.
- 4) Any kind of publicity lends credibility to the program. Get an article in the local paper or weekly magazine, go on the radio, or give talks to churches and service clubs. This publicity will help in recruiting **Character Coaches**..
- 5) Where do **Character Coaches** come from? Almost anywhere. In a small school system, you may be able to recruit enough volunteers from friends and associates. Some PTA groups are ready and willing to supply personnel. Service groups, professional organizations and local businesses, whether locally or nationally owned, are good candidates. Volunteers often gladly bring in their friends. Look for organizations that encourage their people to volunteer and support the goals of **Winners Walk Tall**.
- 6) **Winners Walk Tall** has 501 (c) (3) tax exempt status. You may want to accept small

gifts and run them through the Cincinnati office to cover out-of-pocket costs such as printing, books, favors for the kids, caps, etc. or set up your own corporation.

- 7) Have one or two meetings a year for all personnel. Great ideas and suggestions come from those involved in the program – what is working and what is not. Encourage the **Character Coaches** to review the manual. We all forget the fundamentals of the program if we don't refresh our memories.
- 8) In recruiting **Character Coaches**, don't be too forceful. **Character Coaches** work out much better if they believe they have this wonderful opportunity - with absolutely no arm-twisting tactics. When you choose the right kind of volunteer, he or she will stay with the program year after year. Often the individual who likes "board" work and relishes his or her name on the letterhead does not make a **Character Coach**.
- 9) All **Character Coaches** will need supplies, including The Complete Manual for **Winners Walk Tall**, banners for each of their classes, a pink baseball cap. These materials, including the hat, will be provided by Cincinnati to get you started. All printed supplies may be copied.
- 10) On-site assistance for starting your program and training your first **Character Coaches** is provided at free of charge.
- 11) How do you train the **Character Coaches**? The video is a great tool. Also, each new **Character Coach** should observe one or two sessions of experienced **Character Coaches**. The program is so simple and described so thoroughly in the manual, very little training is required. That is one of the great assets of the program.
- 12) It's easy, it's simple, it's inexpensive, it's effective, and it's fun. Go for it.

Dear Parents or Guardians:

Along with the normal classroom subjects your child will be exposed to this year, another subject will be discussed in the classroom. It concerns manners, morals and ethics. The program is called "Winners Walk Tall". A volunteer (someone not directly connected with the school) will spend a few minutes each week in your child's classroom stressing what it takes to become a *winner*. This program has been very effective in emphasizing the values in life that are important to all children if they are to grow up to be real *winner*s.

Some of the topics that are discussed in the program are:

Walk Tall with a Smile

Manners Matter

Choices, Choices Make the Right Ones

Never, Ever Lie or Steal

Just Say NO to Drugs, Alcohol, Tobacco

Cheaters Only Cheat Themselves

Please take the opportunity to ask your child about **Winners Walk Tall** . Discuss the various subjects with him or her. The goal of our program is to supplement what the youngsters learn at home and elsewhere.

Your comments and input about **Winners Walk Tall** are welcome. Please contact your child's teacher for more information.

Sincerely,

Character Coach