



QAC Businesses of Character Newsletter

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CALENDAR OF EVENTS

January
(Fairness)

26th - What Counts Forum
@ Centreville MS

February
(Respect)

March
(Responsibility)

23rd - Laws of Life
Ceremony
@ Chesapeake
College

April
(Trustworthiness)

13th - LMB Silent Auction
@ Doc's Restaurant



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New Campaign to Address Underage Drinking

The Queen Anne's County Community Partnership for Children and Families, our local management board, has recently launched a campaign to reduce underage drinking across the county.

Local and national research has shown that both the short and long term effects of underage drinking are cause for serious concern. In fact, the data has been so alarming that in 2007, the Surgeon General issued a National Call to Action to Prevent and Reduce Underage Drinking, stating, "The process of solving the public health problem of underage alcohol use begins with an examination of our own attitudes toward underage drinking and our recognition of the seriousness of its consequences for adolescents, their families, and society as a whole. Adolescent alcohol use is not an acceptable rite of passage but a serious threat to adolescent development and health, as the statistics related to adolescent impairment, injury, and death attest."

The Character Counts! Advisory Council fully supports this new campaign and believes the Six Pillars of Character set an excellent foundation for reducing underage drinking in our county. We are also hoping parents and community members will join us in this effort to save lives and improve the *quality of life* for all citizens of Queen Anne's County.

Local Businesses Can Help ...

Following the adage that "It takes a village to raise a child", the Partnership is enlisting the support of community members and local businesses, in addition to reaching out to parents across the county.

Youth are influenced from a multitude of sources, so we are asking our Businesses of Character, who already have the reputation of encouraging high ethical standards, to support this campaign by not allowing underage drinking in their presence or on their premises.

Local Businesses, Continued

We are also working collaboratively with students in both county high schools to develop fact sheets about the dangers and risks of underage drinking, which will be distributed to the community. If your business is able and willing to offer these student-designed messages to your employees and/or customers, please contact Jacki Carter at 410-758-6677 and copies will be dropped off at your location.

Students are also working on brochures to promote an alcohol free environment in our county. If your business offers any activities targeted towards youth under the age of 21, please let us know and we will be happy to include the activities on our website, www.peopleofcharacter.org, and in the brochures.

We greatly appreciate your support of the Character Counts! Program and our new endeavors!

“Everything you do sends a message about who you are and what you value.”

-Michael Josephson

Seven C's of Character

Michael Josephson, founder of the Josephson Institute and the National Character Counts! Program, shares character messages every weekday on radio stations around the country and at www.charactercounts.org.

This week, he included one entitled, “Sailing the Seven C's of Character.”

“As you consider your goals for 2011, I want to suggest a voyage to work on your character.

No, you're not too old and I don't mean to imply you're a bad person. Surely by now many of you have heard my mantra: *You don't have to be sick to get better*. Besides, we all know it's a lot easier to make a good person better than to make a bad person good.

Remember, the struggle to be a person of character takes place on the level of daily choices at home and at work. People of exceptional character stand out from the crowd because they develop the discernment and moral strength to know and do the right thing in circumstances that might overwhelm or confuse others.

Here are the Seven C's of Character: Conscience, Caring, Consideration, Confidence, Competence, Control, and Courage.

1st: Nurture and honor your personal *Conscience*. This is a precious internal moral compass that helps you maintain your integrity.

2nd: Show people you *Care*; demonstrate a genuine unselfish concern for the well-being of others, be empathetic, charitable, and above all, kind.

3rd: Be *Considerate*; think about the way your actions will affect others, and know that you are responsible for the consequences of all you say and do.

4th: Be *Confident* that you are good enough, valuable enough, and strong enough to withstand potential consequences of principled conduct, including the loss of money, jobs, and even friends.

5th: Develop moral *Competence*; learn to make and implement good decisions that are ethical and effective and get the best possible result out of every choice.

6th: *Control* your emotions; distinguish between what you want and what you need; beware of impulses and urges that can cause you to compromise ethical principles; don't settle for pleasure, go for happiness.

7th: Have the *Courage* to do the right thing even if it might cost more than you want to pay.

Every one of these elements can be a challenge on any particular day. The point, and I hope your goal for 2011, is to self-consciously sail these Seven C's because CHARACTER COUNTS.”