

# CHARACTER COUNTS!

## PUPPY JAKE

With



Puppy Jake and the  
Six Pillars of Character®

Dear Parents,

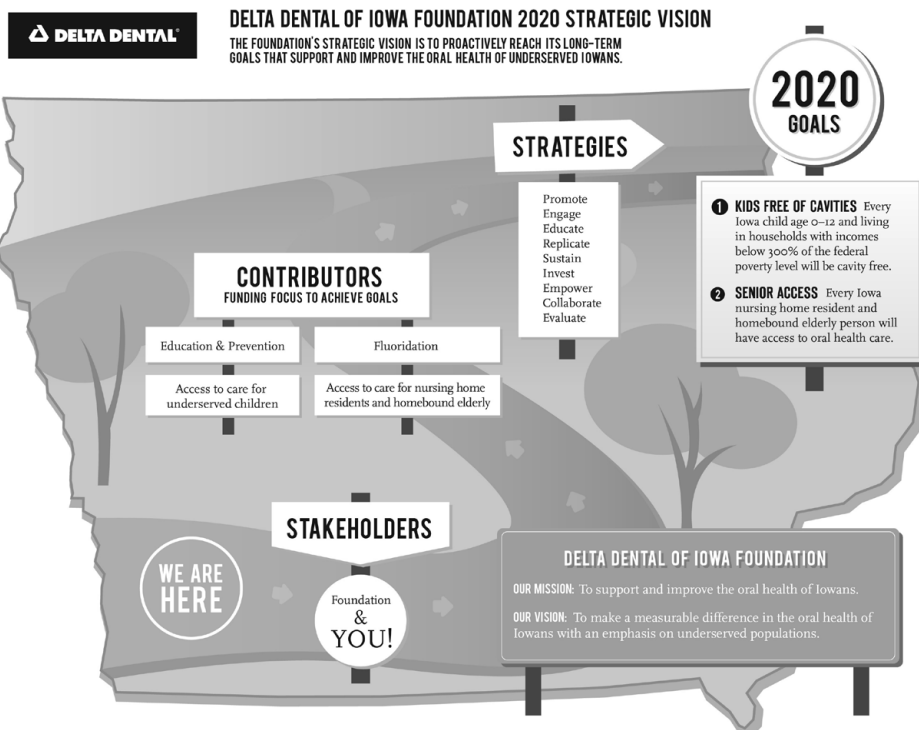
Establishing good oral health habits early is important. That's why Delta Dental of Iowa is proud to support CHARACTER COUNTS! and The Robert D. and Billie Ray Center by providing Puppy Jake coloring books.

As a not-for-profit, Delta Dental invests in projects that support its 2020 oral health goal to have cavity-free kids! The Foundation places importance in areas of education and prevention, fluoridation, and access to care for underserved children and aging Iowans. This coloring book provides an additional way for kids to learn about the importance of brushing, flossing, eating healthy foods, and being the best person you can be. Delta Dental recognizes that good dental health habits are part of good choices and responsibilities demonstrated throughout the Six Pillars of Character.

For more information on how you can help your children develop a lifetime of good dental habits, visit our website at [www.deltadentalia.com](http://www.deltadentalia.com) and click "Your Health" or our blog at [www.deltadentaliablog.com](http://www.deltadentaliablog.com).

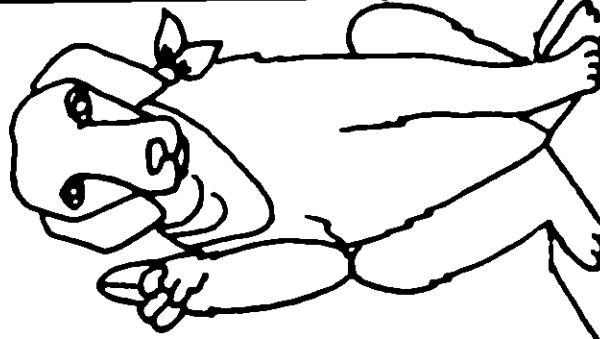
Sincerely,

Suzanne Heckenlaible  
Vice President, Public Affairs

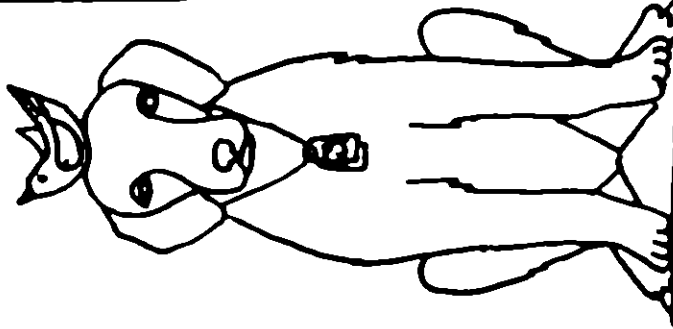


# CHARACTER COUNTS! WITH PUPPY JAKE

Trustworthiness



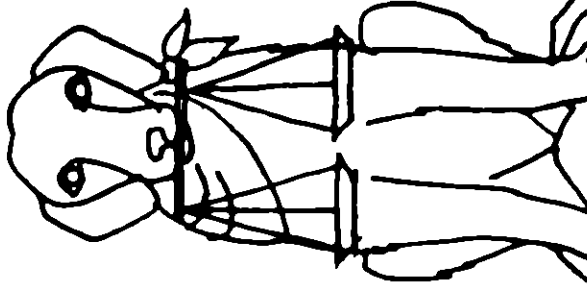
Respect



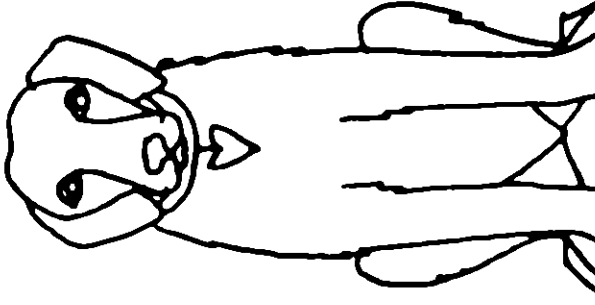
Responsibility



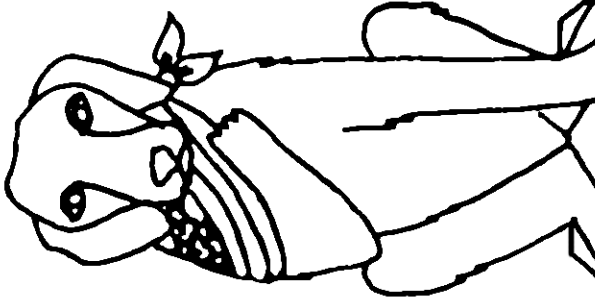
Fairness



Caring



Citizenship

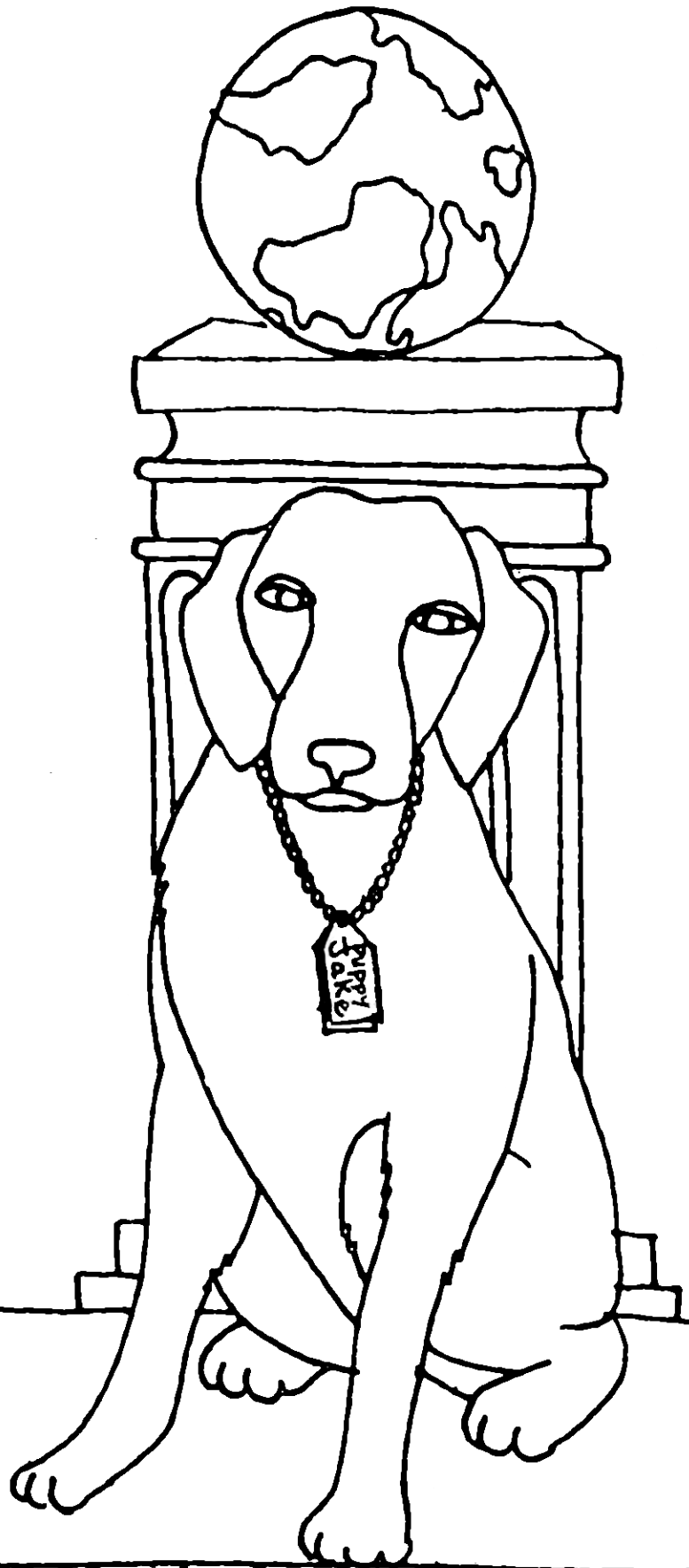


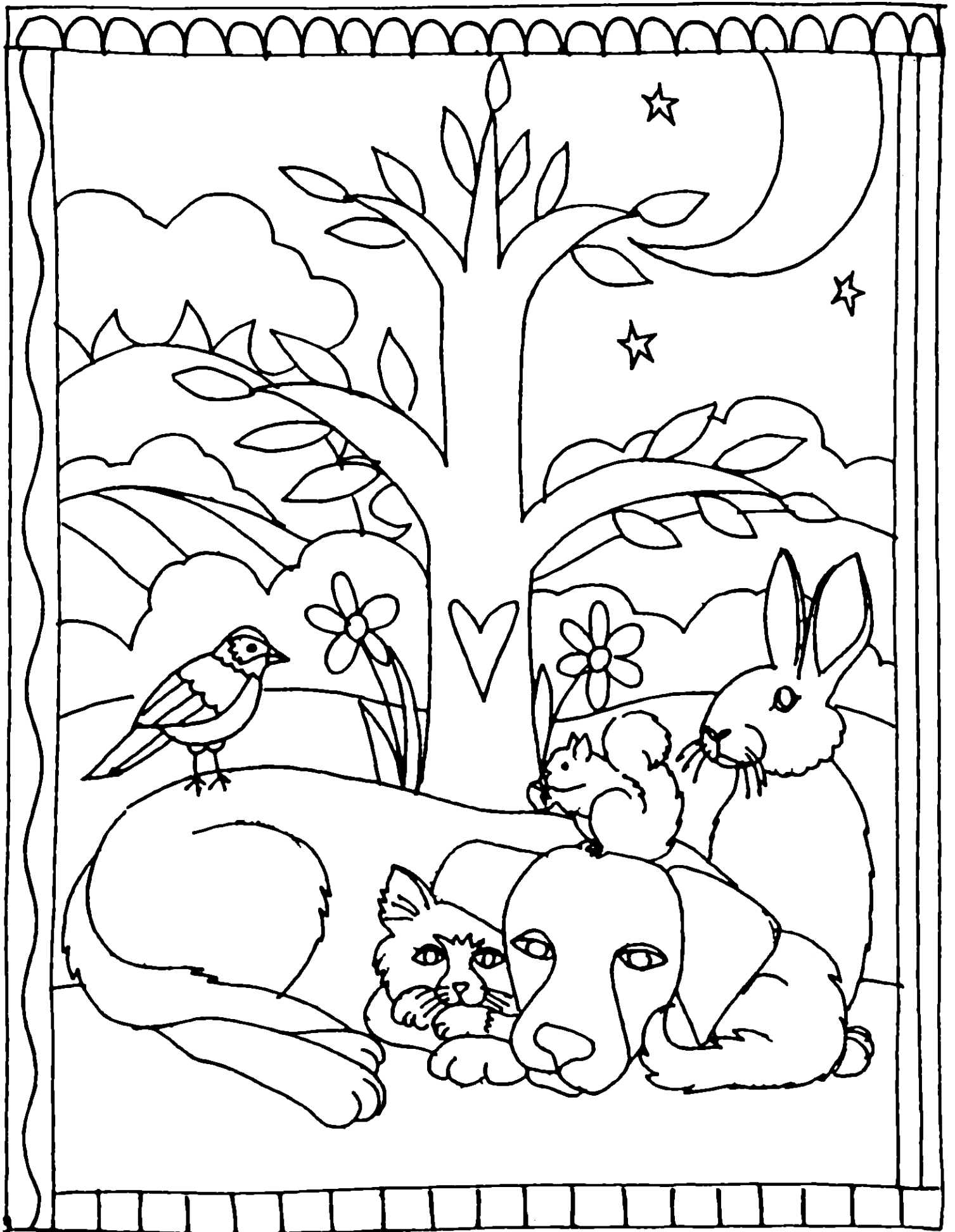
Trustworthiness



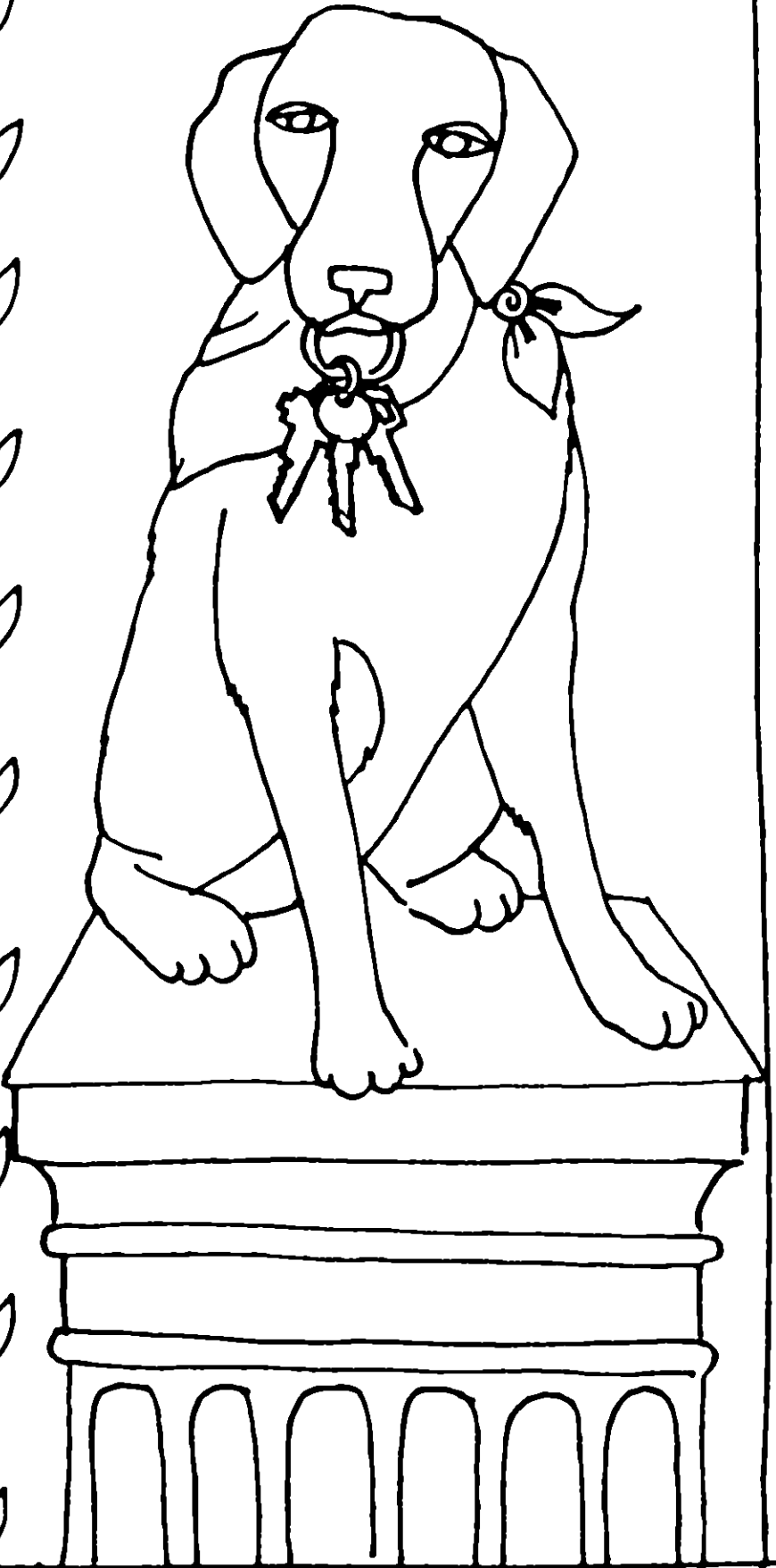


RESPECT

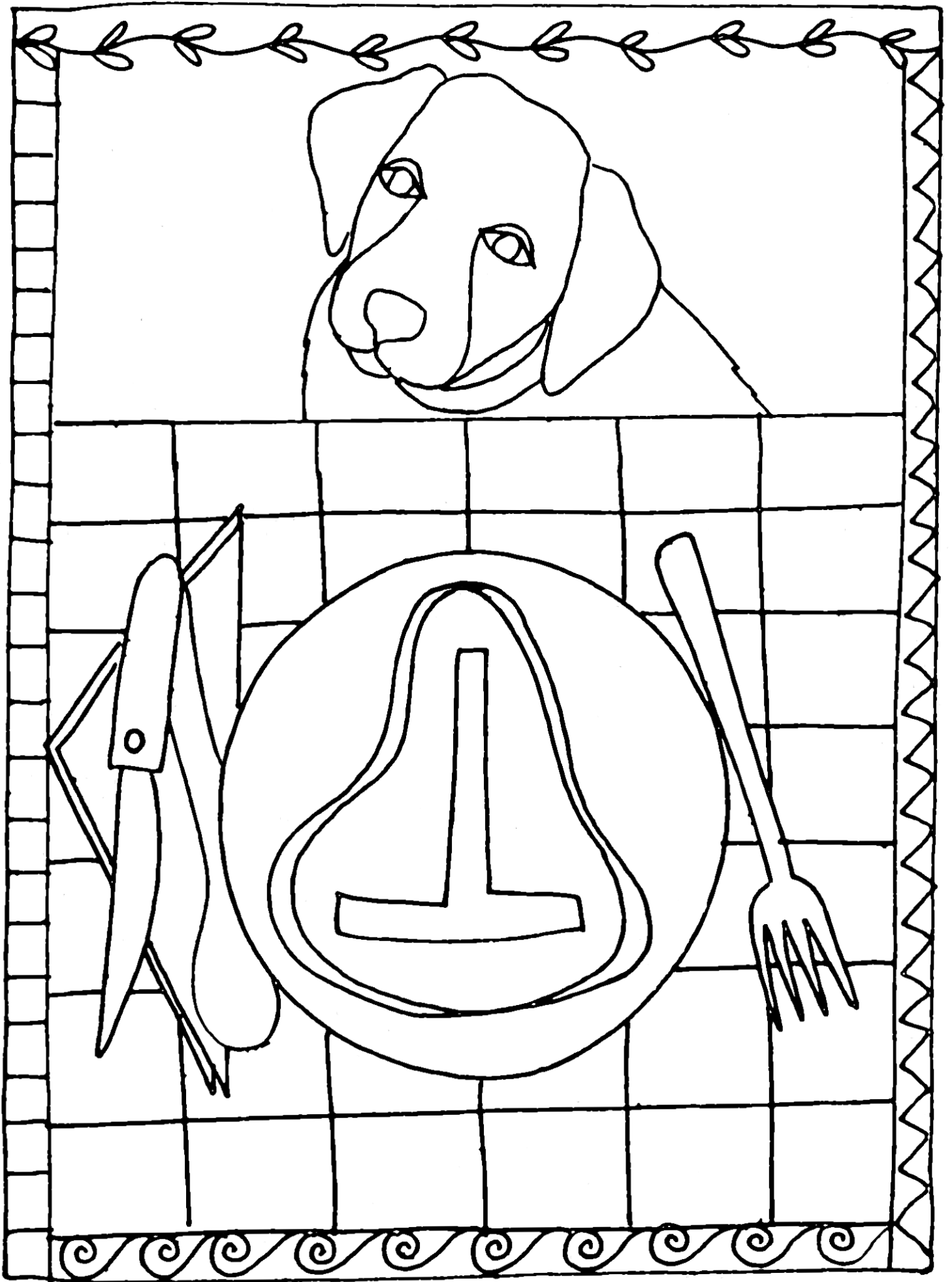




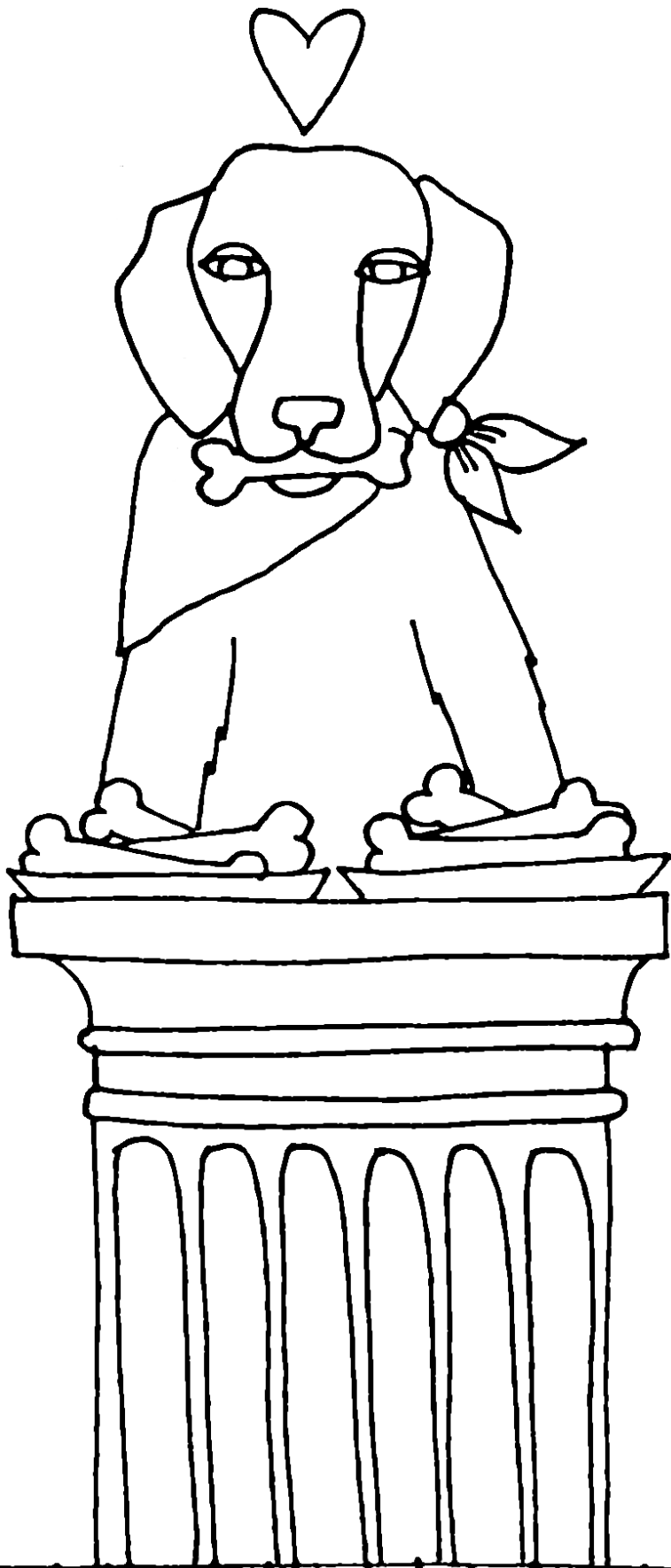
Responsibility





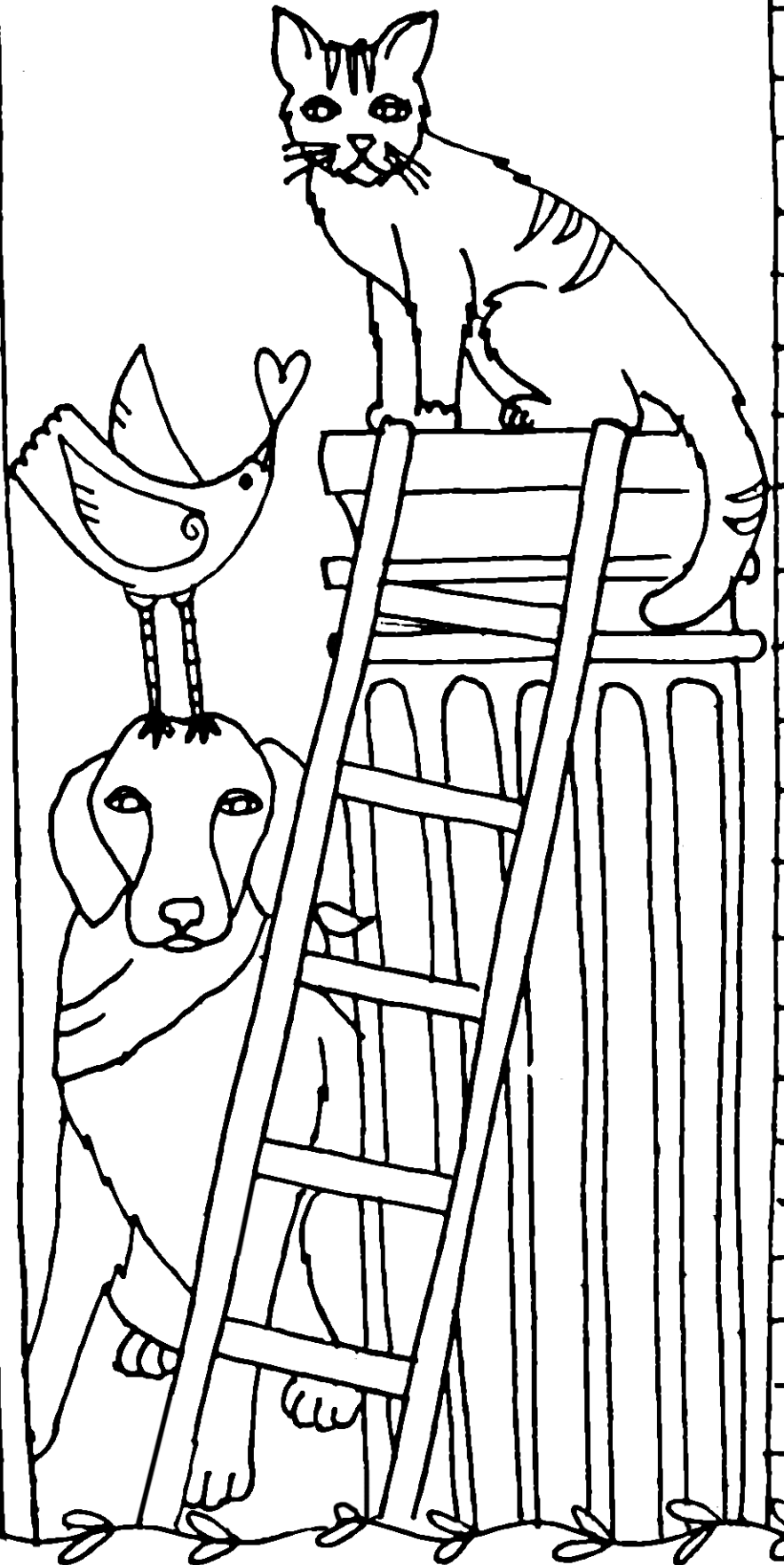


Fairness



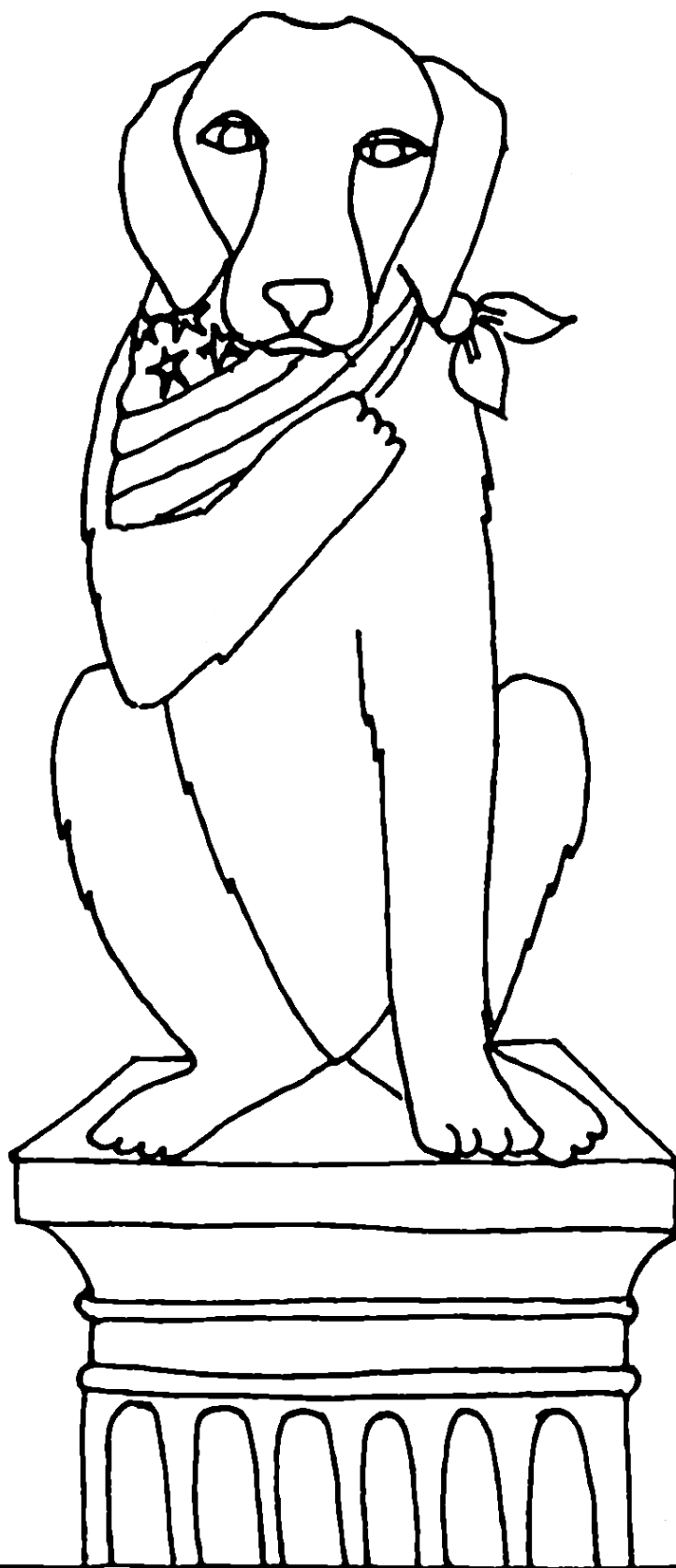


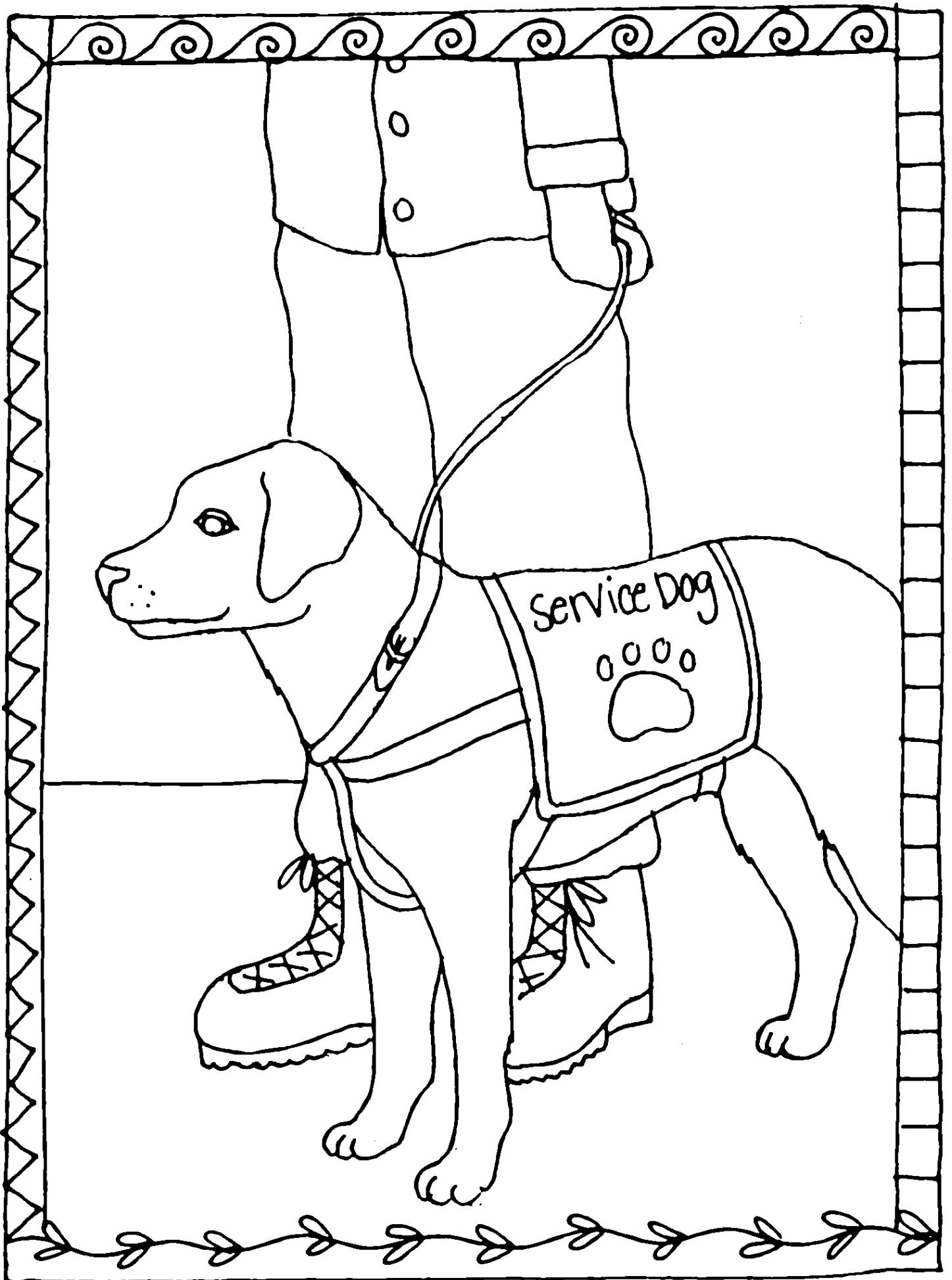
Carolina





Citizenship





# For Parents

This book provides a great opportunity for you to talk to kids about good character!

**Ask your child how Puppy Jake is showing character in the pictures in this book.**

## Trustworthiness

- Jake is being trustworthy by staying inside of his yard. He is also being loyal.
- Ask your child about times when they do what they say they will do. Tell them about a time when you found it difficult to follow through on a promise.

## Respect

- Jake is showing respect to all animals, even the ones who are different than him.
- Discuss the difference between admiring someone and showing respect. We show respect to everyone, even if we don't admire them or agree with their beliefs.

## Responsibility

- Jake is showing responsibility by using self-control and not eating the steak.
- Talk to your child about doing their best. Ask if they have better results when they do their best with a positive attitude or when they do their best with a negative attitude.

## Fairness

- Jake is showing fairness by sharing a stick.
- Fair doesn't always mean equal. Give your child examples of when people are given what they need, rather than equal amounts.

## Caring

- Jake is being caring by helping others.
- Ask your child about friendships. Do they try hard to be a good friend?

## Citizenship

- Jake is practicing good citizenship by helping take care of his community.
- Discuss things in your community, classroom, or school that could be improved. Then talk about how you can help make it happen.







# 10 Ways To Teach Kids About Character

**Good character doesn't just happen. It is a result of parents who intentionally teach their children about character. Here are 10 tips to help you get started:**

- #1 Be a good role model. Remember, your kids are always watching.
- #2 Give children praise when you see good behavior.
- #3 Develop family rules and consequences. Explain them ahead of time and then use the consequences in a consistent way.
- #4 You can use life's everyday habits and routines to teach your child about character. Books and movies provide great opportunities to have discussions with your children. For example, discuss how a character in the book demonstrated honesty or responsibility.
- #5 Teach your children the Golden Rule: Treat others the way you want to be treated.
- #6 Have a family plan to regularly protect and conserve resources. For example: recycle, plant trees, don't litter.
- #7 Do something as a family that shows caring for someone in need. Take your children along with you when you volunteer.
- #8 Teach your child how to do a chore and give them a deadline to complete it. Expect your child to be responsible for doing the task and thank them after they do it.
- #9 Embrace diversity and cooperation with individuals that are ethnically and culturally different.
- #10 Consistently ask how choices impact the feelings of others. Help him or her to see the relationship between their actions and the feelings of others.

## The Six Pillars of Character

### Trustworthiness

- Be honest
- Do what you say you'll do

### Respect

- Treat others how you want to be treated
- Be tolerant of differences

### Responsibility

- Always do your best
- Be accountable for your choices
- Fairness
- Be open-minded
- Play by the rules

### Caring

- Be kind and show you care
- Forgive others

### Citizenship

- Do your share to make your community better
- Recycle

**For more tips, download our Parents Guide to Teaching Good Character at [CharacterCountsInIowa.org/Guide](http://CharacterCountsInIowa.org/Guide).**



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## 10 Ways To Show Your Dog Respect

- #1 Be kind and loving.
- #2 Take your dog for a nice walk.
- #3 Feed him regularly.
- #4 Throw a tennis ball for exercise.
- #5 Brush your dog once a week.
- #6 Remember the appointments with the veterinarian.
- #7 Teach your dog basic obedience (sit, lay down, stay).
- #8 Always watch your puppy and kennel them when you're not available.
- #9 Brush your dog's teeth.
- #10 Remember heartworm and flea medications.



## 5 Ways To Show Respect for a Service Dog

- #1 A dog with a vest on is working so please don't pet him.
  - #2 Working dogs aren't allowed to accept food or treats from anyone but their owner.
  - #3 Tell your friends how important a service dog is and why.
  - #4 Explain to family and friends what a service dog does to help his owner.
  - #5 Volunteer to help Puppy Jake Foundation to work and train the puppies.
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## Puppy Jake Foundation

Puppy Jake Foundation is a 501(c)(3) non-profit organization that is dedicated to raising well bred and professionally trained service dogs for wounded military veterans.

The service dogs assist veterans that suffer from invisible injuries such as Traumatic Brain Injury (TBI), Post Traumatic Stress Disorder (PTSD) and/or mobility impairments. The Foundation raises these dogs for two years with a rigorous schedule for both dogs and foster families. The training team must pass monthly evaluations in the classroom and milestones need to be met in group outings in every day situations. The dogs begin their training just as soon as they enter the program at 8 weeks of age. The program currently includes Labrador Retrievers, Golden Retrievers and German Shepherds.

Puppy Jake Foundation is committed to helping our country's wounded veterans that have given so selflessly to our nation. The service dogs truly change an individual's life by allowing them more independence and freedom. The service dogs are provided at no charge to the veteran.

[www.puppyjakefoundation.org](http://www.puppyjakefoundation.org)

P.O. Box 12115, Des Moines, IA 50312

## The Robert D. and Billie Ray Center

Formerly Character Counts In Iowa, our mission to recognize, enhance and sustain the positive qualities of Iowans by promoting civility through character development is now the foundation of The Robert D. and Billie Ray Center at Drake University.

The Ray Center will serve as a local, regional, national and global resource for research and programming in the areas of leadership, ethics and civility.

[www.drake.edu/raycenter](http://www.drake.edu/raycenter)

## Sticks

What started as a commissioned nativity set for Better Homes & Gardens Woodcrafts® magazine in 1985, has evolved into a nationally recognized brand and style - Sticks. With the creative vision of owner and founder Sarah Grant, Sticks continues to exemplify strong, fresh and bold new looks based on current trends in style and color.

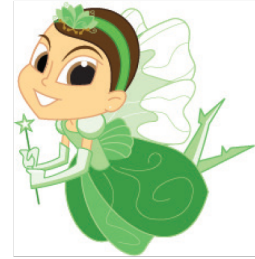
Today Sticks employs over 70 artists and designers, using the finest of materials ranging from birch and poplar to found driftwood, embellished with metal, leather, and fabric to create our pieces - all done in our award-winning studio in Des Moines, Iowa. Sticks is carried in over 100 galleries nationwide, as well as installation projects in hospitals, libraries, schools, restaurants, and hotels. Sticks is also available online at [sticks.com](http://sticks.com), adapting to the changing times to bring American Crafts to the international stage.

*CHARACTER COUNTS! and the Six Pillars of Character are trademarks of the Josephson Institute.*





# Pillars of Oral Health



2min 2x a Day - Floss Everyday - Eat Fruits and Veggies



Go to the Dentist - Skip the Sweets - Replace Toothbrush

Delta Dental of Iowa is proud to support the Puppy Jake Foundation and CHARACTER COUNTS! and The Robert D. and Billie Ray Center