



ETHICS IN ACTIONSM



INSPIRING ETHICAL CHAMPIONS OF TOMORROW

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Presentation Agenda

- Ethics In Action Overview
- Target Audience
- Program Modules
 - Everyday Ethics
 - Everyday Ethics for Your Cookie Business (*Girl Scouts Only*)
 - Online Safety & Cyberbullying
 - On My Own, Now What?
- Resources



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Ethics In Action Overview

- Based on BBB's 8 Standards of Trust

Build Trust
Advertise Honestly
Tell the Truth
Be Transparent
Honor Promises
Be Responsive
Safeguard Privacy
Embody Integrity

- Designed to engage a young audience (5th-12th grade)
- 4 interactive modules
- Encourages critical thinking
- Teaches Accountability and Soft Skills



Target Audiences

- Students
 - Elementary
 - Middle School
 - High School
- Youth Organizations
 - Girl Scouts of America
 - Boy Scouts
 - Boys & Girls Club
- At Risk Youth
 - Juvenile Court System
 - Alternative Education



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Program Modules

- Everyday Ethics
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- On My Own, Now What?



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Everyday Ethics

- Designed for 5th-12th grade
- Objective
 - Present ethical situations they may face at school, extracurricular activities or home
- Takeaways
 - How to handle everyday ethical dilemmas in the future
 - Appreciate that their choices affect not only them but the people around them

[Ethics in Action: Social Media Bullying Video](#)

[Ethics in Action: Bad Business Video](#)

[Ethics in Action: Pocket Money Video](#)



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Online Safety & Cyberbullying

- Designed for 5th-12th grade
- Objective
 - Present ethical dilemmas they may face online
- Takeaways
 - Identifying cyberbullying
 - Securing privacy
 - Online safety
 - Ethical Behavior & Technology



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On My Own, Now What?

- Financial literacy program
- Designed for 5th – 12th grade
- Objective
 - Create awareness of potential financial and credit-related pitfalls
- Takeaways
 - Common financial and credit definitions
 - Using credit wisely
 - Tips on protecting identity
 - How to Create a budget



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