2011 Innovations Awards Application

DEADLINE: MARCH 28, 2011

ID # (assigned by CSG): 2011- __________________________

Please provide the following information, adding space as necessary:

State:  Puerto Rico

Assign Program Category (applicant):  Health & Human Services (Use list at end of application)

1. Program Name

   Tus Valores Cuentan / Character Counts

2. Administering Agency

   La Fortaleza – Governor’s Office

3. Contact Person (Name and Title)

   Georgianne Ocasio- Special Aid to the Governor

4. Address

   Fortaleza Street
   PO Box 9020082
   San Juan PR, 00982

5. Telephone Number

   1-(787) 721-7000 ext. 2722

6. FAX Number

   1-(787)-722-1434

7. E-mail Address

   gocasio@fortaleza.gobierno.pr

8. Web site Address

   www.charactercounts.org/puertorico
9. Please provide a two-sentence description of the program.

*Tus Valores Cuentan* is the administration’s values education platform which aims to rescue community values and improve the quality of life in Puerto Rico. The program was designed by the Josephson Institute of Ethics (creators of Character Counts!) and has been adopted simultaneously by the Department of Education, the Department of Sports and Recreation, The Police Department, Office of Government Ethics, Department of Family, the Housing Department, the Government Development Bank and the Governor’s Office, among others.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 28, 2011 to be considered.

The program began operating in Puerto Rico January 2010 when the Governor, First Lady, Chief of Staff and close to 30 members of his Cabinet took part in a two-day *Tus Valores Cuentan* seminar to understand how the program works and develop a strategy to launch the program throughout the different public agencies.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The Governor of Puerto Rico wanted to develop a statewide values education program that would impact students, teachers, parents, as well as public employees in government agencies in order to reverse social deterioration and contribute to improve the quality of life in all sectors of Puerto Rico.

12. Describe the specific activities and operations of the program in chronological order. (The following is just a selection of the main TVC events organized by diverse agencies)

**January 2010** - Governor’s Office and Cabinet two day TVC seminar

**March** - Office of the Government Ethics employee trainings

Josephson Institute of Ethics presents findings of local opinion leader survey backing up the program

**June** - Department of Sports and Recreation “Victory with Honor” training for elite athletes

- Launch of advertising campaign/ Public Service announcement
- Workshops for Government Development Bank employees and municipal liaisons
- Dept of Family event to introduce Tus Valores Cuentan to 600 parents of participating preschools

**July** - Two day values session for religious leaders so they can share values message with their Congregations

- Workshop for Non profit organizations
- Values Murals contest in 23 public housing projects. Over 6,000 online votes were registered.

**August** - Launch of Tus Valores Cuentan in 205 public schools. Target impact: 75,000 students/5,400 teachers

- 200 new police patrol cars were distributed with commemorative inscriptions of the six values of the Tus Valores Cuentan platform as a reminder for officers and citizens

**September** - Workshop for Department of Labor employees

- Presentation in the House of Representatives

**October** - Tus Valores Cuentan week was celebrated in various government agencies. In La Fortaleza employees wore the representative colors of the values and the Executive Mansion was ornamented with six pillars of character.
**November**- Office of Government Ethics organizes *Tus Valores Cuentan* Festival for public school students and an Anti-Corruption Conference promoting, among other initiatives, the six pillars of character.

**December**- *Tus Valores Cuentan* Christmas Card Design Contest and Exhibit organized for public school students.

13. Why is the program a new and creative approach or method?

   While the Character Counts! program has been adopted by multiple counties, schools, private companies, and sports teams across the nation, Puerto Rico is the first place where the diverse versions of the program have been adopted simultaneously statewide.

14. What were the program’s start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

   The needs vary by department but all require between two to three day training sessions. Typically a train the trainer model is utilized to continue expanding the program throughout the departments and to facilitate follow up, implementation, and evaluation of the program. Costs vary according to the amount of trainers, sessions and materials required.

15. What are the program’s annual operational costs?

   - Department of Education- $6.7 million (impacts 75,000 students/5,400 teachers)
   - Department of Sports and Recreation- $500,000 (impacts 40,000 students/20,000 partens/2,000 trainers, coaches and community leaders)
   - Office of Management and Budget- $840,000
   - Acuden (Dept of Family)- $400,186
   - Office of Government Ethics- $100,000

   (Other agencies, news corporations and private companies have collaborated by donating media time and advertising space to the Public Service Announcement created for the program. From June though October 2010 the value of the donated advertising coverage was over $4 million)

16. How is the program funded?

   Funding sources are identified by agency according to the particular need and target audience.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

   NO

18. What equipment, technology and software are used to operate and administer this program?

   The program operates with DVDs, workshops, textbooks, teacher’s guides, books, banners, apparel, games, music, and other educational and promotional materials. No software applications are necessary. Materials are adjusted according to age and audience.
19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator’s name, present address, telephone number and e-mail address.

The values education programs in Puerto Rico were derived from the Character Counts! program and adapted by the Josephson Institute of Ethics.

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

Individual modules of the program exist in various states such as Illinois and California, among others.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

In the following school year the Department of Education will incorporate 100 more schools in the program. The Police Department is evaluating expanding the program from their Community Relations division to the entire force as well as the Police Academy. The Department of Corrections is evaluating a proposal to benefit the children of inmates to reduce the 75% that usually also end up in prison. The Dept of Family will be expanding the program to their preschool facilities.

22. Briefly evaluate (pro and con) the program’s effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

Participating schools are reporting less bullying, fights, more student collaboration and higher parent volunteering. Within the government agencies, the six pillars of characters were incorporated in the Law of Government Ethics to assure a values-based perspective. All mandatory continuing education courses for public employees have also incorporated a values foundation. In the early childhood division in the Department of Family the values platform has been incorporated within all employee evaluations, parent interviews and agency literature and curriculum to ensure an organic values focus that will go beyond a particular program.

23. How has the program grown and/or changed since its inception?

The program has expanded at a rapid pace. Requests for workshops or materials are received daily from public and private agencies and schools, churches as well as non-profit organizations.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

Coordination amongst multiple government agencies requires particular attention, as well as identifying funds for the program according to the agencies needs and realities.

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Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state’s submission and list that program category on page one of this application. Choose only one.

**Infrastructure and Economic Development**
- Business/Commerce
- Economic Development
- Transportation

**Government Operations and Technology**
- Administration
- Elections
- Information Systems
- Public Information
- Revenue
- Telecommunications

**Health & Human Services**
- Aging
- Children & Families
- Health Services
- Housing
- Human Services

**Human Resources/Education**
- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

**Natural Resources**
- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

**Public Safety/Corrections**
- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

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CSG Innovations Awards 2011
The Council of State Governments
2760 Research Park Drive, P.O. Box 11910
Lexington, KY 40578-1910

Contact:
Nancy J. Vickers, National Program Administrator
Phone: 859.244.8105
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This application is also available at www.csg.org.