

ARE WE RAISING CARING KIDS?

YOUTH APPEAR TO BE MORE FOCUSED ON SUCCESS THAN CONCERN FOR OTHERS

A healthy community depends on adults who are committed to putting the common good before their own. Will kids today be able to step up to the plate?

OF 10,000 YOUTH SURVEYED:

80% say achievement or happiness is their top priority

WHILE ONLY 20% say caring for others is their top priority



Youth were even more likely to say that their peers value achievement and happiness over caring.



Youth are 3x more likely to agree than disagree with this statement: 'My parents are prouder if I get good grades than if I'm a caring community member.'

WHEN CARING FOR OTHERS TAKES A BACKSEAT...

...youth are at risk of being cruel, disrespectful and dishonest.

30%

of middle schoolers report being bullied ^{FN1}

>50%

of girls, grades 7-12, reported at least one episode of sexual harassment in 2010-2011 ^{FN2}

>50%

of high schoolers admit to cheating ^{FN3}

"In the real world, successful people do what they have to do to win, even if others consider it cheating."

57% OF HIGH-SCHOOL STUDENTS AGREE ^{FN4}

CARING & FAIRNESS STILL COUNT AMONG YOUTH...

...but are often overshadowed by pressure to achieve good grades and be happy.

"If I am a good person who cares about others then in my mind I am already happy."

"I feel that people should always put others before themselves and focus on contributing something to the world that will improve life for future generations."

"If you are not happy, life is nothing. After that, you want to do well. And after that, expend any excess energy on others."

"It would be meaningless to be good if I'm not happy."

"I'm tempted to gloat to the person next to me when I get a good grade rather than help them understand."



ARE ADULTS 'WALKING THE TALK'?

A gap exists between what parents say are their top priorities for children, and what children perceive these priorities to be.

WHAT PARENTS SAY...

WE WANT CARING KIDS!

96%

say moral character in children is "very important, if not essential" ^{FN5}

WHAT KIDS THINK...

THAT'S NOT WHAT I HEARD!

81%

think happiness or achievement is their parents' top priority

ARE WE READY TO ASSUME RESPONSIBILITY & RETHINK PRIORITIES?

TRY ADOPTING THESE STRATEGIES TO HELP CHILDREN BECOME CARING, RESPECTFUL AND RESPONSIBLE AT EVERY STAGE OF THEIR CHILDHOOD.

- Make caring for others a priority
- Help children find **DAILY** ways to practice being caring and helpful
- Be a positive role model—**BE AWARE OF WHAT VALUES YOU ARE MODELING**
- Help children manage destructive feelings and think through ethical dilemmas
- Teach children to "zoom out" and consider new perspectives
- Encourage youth to stand up for those who are vulnerable



SEE OUR COMPLETE PARENTING TIPS

TOGETHER, WE CAN CHANGE WHAT CHILDREN LEARN ABOUT THE DEFINITION OF SUCCESS AND WHAT IT MEANS TO BE AN ETHICAL MEMBER OF THEIR COMMUNITY.

CITED SOURCES:

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