



ETHICS
IN ACTIONSM
INSPIRING ETHICAL CHAMPIONS OF TOMORROW

The *Ethics In Action* program is designed to engage a younger audience and introduce them to BBB's eight Standards of Trust:

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

Four interactive modules; **Everyday Ethics**, **Everyday Ethics for Your Girl Scout Cookie Business**, **Online Safety & Cyberbullying**, and **Financial Literacy**, engage students in grades 5-12 to use critical thinking when facing difficult decisions and holding themselves accountable for their choices. Innovative animated video, along with active discussion through skits and games entertains students while creating a strong foundation for future ethical behavior.

For more information on *Ethics in Action* program or BBB, contact community@akronbbb.org.