

What is OneKindWord®?

Most people have witnessed a child having a meltdown in a public place, a parent who appears overwhelmed or frustrated, or a child who is doing something that is unsafe. And yet, few of us know what to do in these situations, even the most seasoned employees and supervisors.

The mission of OneKindWord is to raise awareness of parent-child conflicts and unsafe children in public places and to empower people to step in helpfully when they see these situations.



The Results

OneKindWord uses proven adult learning strategies to present an approach based on sound therapeutic theory. Evaluation and measurement of three specific criteria is built into the curriculum. OneKindWord targets individuals' *awareness* of conflict and safety issues in the workplace, *attitude* towards the parent and child, and *action* taken in the situation.

- Awareness: In follow up studies, 33.3% of participants had observed incidents risking child safety on a weekly basis, compared to 25.5%, initially.
- Attitude: Compassion towards the parent *and* the child almost doubled, increasing from 36.0% to 73.8% feeling empathy towards the family.
- Action: Comfort level of individuals to step in when they see a child safety situation increased from 58.4% to 79.2%. 85.3% of those who complete the workshop have either used OneKindWord to diffuse a situation while at work or have immediately sought out a manager for assistance.

People have been saying...

- This workshop is "excellent"!
- After participating in this workshop, "I feel more confident in my job."
- This workshop has "changed the way our employees treat each other".
- This workshop has had a "significant impact" on our organization's internal culture.

one kind word® for Employees



Empowering staff and employees with skills that support stressed parents and keep children safe

OneKindWord is a program of
Family Resources.



OneKindWord for Employees

OneKindWord for Employees, the flagship product of OneKindWord, is a workshop designed to empower your employees to step in helpfully in situations where they see a parent and child in conflict or a child who is unsafe. At OneKindWord, we believe that when people intervene in positive ways with parents who are stressed, the situation is much more likely to diffuse quickly.



The Workshop

The *OneKindWord for Employees* workshop will do the following: increase your employees' awareness of unsafe situations; offer your employees steps to defuse a parent-child conflict or assist when a child is unsafe; empower employees to step in helpfully by using positive words and actions; discourage confrontational language and behavior; certify facilitators of *OneKindWord* within your company who can continue to facilitate the workshop to all of your staff

OneKindWord has been reported (by participating companies) to improve overall morale within because of its emphasis on treating others with respect and kindness.

If your employees have completed the workshop, and your company has met a few other criteria, it will be recognized as a OneKindWord Place on our website.

The Need

Parent-child conflicts present risk to companies in the form of safety and liability issues, disruption of sales, and harm to company image. Customers who are happy and feel valued are likely to stay longer, return more often and spend more money. Parents and families are valuable customers to any company, and yet, the stress of being in public with children often makes it an unpleasant experience. *OneKindWord for Employees* will integrate your current safety policies and procedures with simple, memorable customer service and conflict management steps. If yours is a service related or community organization, your staff will learn skills that can be easily transferred to the parents and families with which they work.

Other Services and Products

OneKindWord also offers consultation on how you can make your store environment more family friendly and provides tips and activities for customers while shopping with children or spending a significant amount of time with them (eating out, waiting in waiting rooms, at amusements parks). These tips are available on our website at www.onekindword.org. We also customize brochures for your location, upon request.



For more information, contact:

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