

What is OneKindWord?

OneKindWord is an innovative approach to helping children and families in public places. **The mission of OneKindWord is to raise awareness about parent-child conflicts and empower people to step in helpfully when they see a stressed parent or a child who is unsafe.** Its workshops provide strategies to intervene in situations that make us all uncomfortable: those times when we see parents yelling at, belittling or hitting a child, or a child who is doing something unsafe. OneKindWord seeks to protect children and support families by empowering others (particularly employees working in public settings) to positively intervene when they witness these types of situations. Its other services and products further support our value of safe and family-friendly environments. OneKindWord seeks to protect children, to support families in stressful situations where they are overwhelmed, preoccupied or angry, and to promote a sense of community — people reaching out to help each other during difficult times.

Our Values & Beliefs:

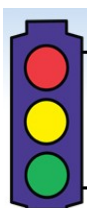
OneKindWord values keeping public spaces safe and family-friendly. We believe that:

- any parent can have a difficult time in public with their child(ren);
- kindness is powerful, and the most effective way to interact with others;
- in the capacity (and responsibility) that *each* person has to **recognize** a situation of parent/child conflict or stress and to **intervene** with kindness;
- parents can and should feel supported during difficult times in public with their children, instead of judged and embarrassed;
- we all — individuals, communities, and corporations alike — have a responsibility to keep children safe and support families;
- one kind word really **can** make a difference.

Our Vision:

The vision of OneKindWord is a future where individuals feel a sense of social responsibility about protecting children and supporting families; where strangers and communities **recognize** when they may be able to help a parent or child and **step forward with kindness** to defuse parent-child conflicts and support families in stressful situations in public places.

The next time you see a parent and child having a tough time,
try *One Kind Word*:



STOP & RECOGNIZE when you may be able to help a parent or child.

TAKE A MOMENT to get ready to step in.

TRY One Kind Word by **Connecting with, Distracting** or **Assisting** the parent or child

For more information contact:

OneKindWord

Family Resources

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... in your workplace,

At the heart of OneKindWord is the value placed on safe and family-friendly public spaces.

Imagine a place ...

- where employees and families interact positively with one another;
- where customers can enjoy shopping peacefully, instead of being disrupted by ongoing parent-child conflicts or other types of conflicts;
- where parents feel supported during difficult times shopping with their children, instead of judged and embarrassed;
- where children are attended to and kept safe, with no injuries;
- where employees can model a calm approach to a situation where a parent is upset or distressed.

... to parents and children,

We've all witnessed a child having a meltdown in public. If you're a parent, that child has probably been yours at one time or another. Most parents on most days can take tantrums in stride, but sometimes the stress becomes too great and the parent reacts inappropriately. **The main goal of OneKindWord is to support, rather than confront, parents and to help keep children safe.** Going out and public with kids can be difficult. OneKindWord will give you some words and strategies to try and help make it a bit easier for the parents and children around you.

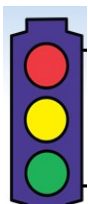
... and in your community.

The vision for OneKindWord is a future where strangers step forward in positive ways to defuse parent-child conflict in public spaces and to support families in stressful situations. We envision a future where there is a sense of social responsibility about protecting children and supporting families in public settings.

How YOU can make a difference ...

By learning OneKindWord, you will be empowered to help support parents in stressful situations through positive words and actions. **OneKindWord will give you the tools to feel comfortable interacting with parents and children, so that the next time you're faced with a stressed out family in your store, you will know what to do.** You will be able to make a difference in your workplace, to the parents and children you serve, and to your community.

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