

## OneKindWord is a program of:



The mission of Family Resources is to prevent and treat child abuse by strengthening families and neighborhoods. Since 1986, Family Resources has distinguished itself as a leader in combating child abuse and providing support and treatment services to families in Western Pennsylvania.

Family Resources offers innovative programs that have a measurable impact in preventing abuse. When abuse occurs, the entire family is treated -- the perpetrators of abuse, as well as the victims.

Today, Family Resources is working with health care providers and other social service organizations to become more effective in providing parents and other caregivers with the support they need to raise healthy, happy children.

## Produced in collaboration with:



Family Communications, Inc. is a nonprofit company dedicated to children, their families, and those who support them. Through the production of materials in all media, we encourage open and honest communication. Respect for healthy emotional, social, and intellectual development is at the core of what we do.

Family Communication's work has diversified beyond broadcast television into almost all current forms of communications technology. The message and purposes of all that FCI does was expressed by Fred Rogers himself:

"For over 30 years, our 'Neighborhood' and our 'viewing neighbors' have grown in many different ways; yet, our original purpose remains: to encourage the simple and the deep in all of life, recognizing that each one of us is a unique and precious part of the world."

**"If you could only sense how important you are** to the lives of those you meet;  
how important you can be to the people you may never even dream of.  
There is something of yourself that you leave at every meeting with another person."

-From *The World According to Mister Rogers*

# What is one kind word?

Have you ever had one of “those days” where nothing seems to go right? From the moment you step out of bed, you’re pretty certain you should have just hopped right back in. You’re late, there’s traffic, you finally get to work only to be greeted by people shaking their heads and wondering “when you were going to get here?” tons of messages await ... none of which include any “kind words.” What else could go wrong?

But then, something surprising happens. Someone around you — a colleague, a child, a complete stranger — notices that you’re having a tough time, and instead of adding to your bad day, they stop and do something completely unexpected. They offer you a kind word or a kind gesture. Maybe it’s a smile or a wave, maybe they let you merge into traffic, maybe it’s a hug, or maybe it’s simply saying, “It’s not easy, is it? Is there anything I can do to help?” This is the guiding principal of the *OneKindWord*®.

One kind word really *can* make a difference, especially to a *parent* or *child* who’s having a tough time, who’s having one of “those days.” Going out in public with a child can be particularly challenging. There are so many distractions and temptations. It’s hard for kids to remain calm and keep it together and sometimes even harder for parents. We’ve all witnessed a child having a “meltdown” in a public place. *Most* parents, on *most* days can take a tantrum in stride; but sometimes the stress can be too great, and the parent reacts inappropriately — yelling, belittling, or even slapping a child. These situations can be uncomfortable for everyone involved. Parent-child conflicts present problems of risk to safety and liability for companies, disruption of sales, and harm to image. Yet few people know what to do when this occurs.

The mission of *OneKindWord* is to raise awareness about parent-child conflicts in public and empower people to step in helpfully when they see a stressed parent or a child who is unsafe.

*OneKindWord* promotes a safer, more pleasant experience in retail stores, entertainment facilities and public places through the principals and strategies of its workshops, individual consultation, informational brochures and additional resources.

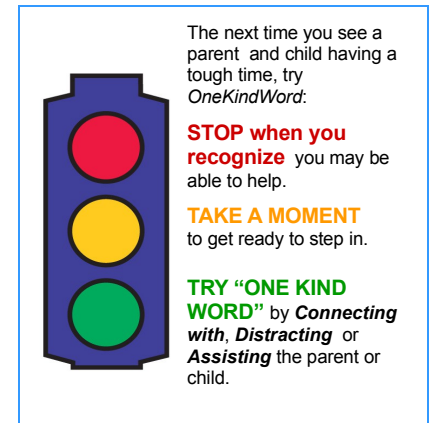
*OneKindWord* is a division of **Family Resources**. It was developed in collaboration with **Family Communications, Inc.** (the producers of *Mister Rogers’ Neighborhood*) and has the following components:

- 1. For Companies and Non-Profit Organizations** — a workshop designed to empower employees who work in public settings to step in helpfully when they see stressed parents and unsafe children. Products include a video and CD-Rom, workshop guide, participant workbook and supporting materials companies to encourage development of the *One Kind Word* program at their sites.
- 2. For Individuals** — materials are currently being produced to assist parents in bringing out the best behavior of their children in public. In addition, individuals are encouraged to use kindness in public places to support struggling parents and share their stories on the *OneKindWord* website. *OneKindWord* also offers a special workshop periodically throughout the year designed to target volunteers in the community and the general public.

*OneKindWord* was successfully piloted at Pittsburgh Zoo & PPG Aquarium and Giant Eagle Market District stores in 2007-08. It is our hope that the *OneKindWord* program will be implemented by other retailers, hospitals, museums, and libraries—any place where children and parents gather — in the near future.

*OneKindWord* was made possible by the generosity of the Heinz Endowments, the Grable Foundation, Giant Eagle and a contribution from an anonymous donor.

For More Information, Contact:  
OneKindWord®  
Family Resources  
141 South Highland Avenue  
Pittsburgh, PA 15206  
Phone: 412-363-1702 ext. 1193  
Fax: 412-363-1724  
Email: [info@onekindword.org](mailto:info@onekindword.org)  
[www.onekindword.org](http://www.onekindword.org)



There is a way that anyone can help out...

... **The next time you see a parent or child having one of “those days,” please STOP, TAKE A MOMENT and OFFER THEM A KIND WORD** or gesture ... because *OneKindWord* can make a bad situation turn around.

If you are interested in getting more information about the *OneKindWord* program, or in sharing some of your own stories or ideas, please contact us at by email at [info@onekindword.org](mailto:info@onekindword.org) or by phone at (412) 363-1702 ext 1193.

Check out our web-site at:  
[www.onekindword.org](http://www.onekindword.org)

**one kind word**  
making a difference when parenting gets tough

**“There are three ways to ultimate success:  
The first way is to be kind. The second way is to be kind. The third way is to be kind”**

-From *Life’s Journey According to Mister Rogers: Things to Remember Along the Way*