

A Letter to the APS Community:

February 17, 2022

At this time of year, even as winter holds on fast, periodic days of sunshine and melting snow instill us with hope for the arrival of spring and, with it, feelings of joy and optimism. It is not surprising that National Random Acts of Kindness Day is celebrated today, February 17th, at a time when many need a dose of positivity most.

Wouldn't it be nice if we could just bottle up spring, so that in winter, or whenever any of us are feeling cold, burdened or weary by life's challenges, we could simply splash on a dose of hope, joy and optimism? Simple acts of kindness, experts say, hold within them the power to do just that.

In partnership with Values in Action, APS is launching the "Be Kind 330" campaign, in hopes of doing more than setting aside one day each year to consciously spread kindness in some small way, every day in our city. When communities commit to acting with empathy and compassion as a routine practice every day, each act of kindness has a ripple effect.

Kindness is something we often take for granted, but we know it when we see it, and we feel it when it takes us by surprise. When the person in front of us in line buys our coffee. When someone offers up their space, smiles at us as we pass by, opens our door or stops to help. In every act of kindness, its reciprocal value is evident. Spirits are lifted on both ends as we, ourselves, and those we have encouraged, complimented or helped feel better.

Experts in education, social service and mental health have long wrestled with how best to meet the needs of those among us who struggle most and suffer longest in periods of change and crisis. All agree, however that the dividends reaped by kind deeds and simple acts and expressions of comfort and support are both immediate and lasting. For some, it can be life-changing at any given moment.

In officially launching the Be Kind 330 **campaign** today, it is my hope that the empathy and compassion that are already making a difference in the lives of our students and families will be even more evident every day in our district.

Please join us in celebrating and spreading kindness *every day*. And in the days ahead, our website [Be Kind 330](#) will evolve with more ideas and images to share with you and will allow you to share acts of kindness you witness, with us. You will see the many ways that kindness and positivity are lifting our spirits and keeping APS and our beloved city of Akron healthy and strong.

Sincerely,

Christine Fowler Mack
Superintendent

Be Kind 330

Be Kind 330 is a grassroots campaign to encourage individuals to bring more positivity and kindness to their communities.

The Goal

The last few years have been hard on all of us – mentally, physically and emotionally. And that stress is taking its toll. The result is increased violence and negativity at school, work, home, businesses and in the media.

The goal of Be Kind 330 is to improve everyone's well-being and help them feel better about themselves and their communities by incorporating small acts of kindness into their daily routines. No matter how big or small, kind gestures benefit the giver and receiver.

Why be kind

Being kind to ourselves and others helps us feel better. Our physical and mental health improve, our relationships with others improve, and we have a better view of the world around us. Kindness also helps reduce negativity, decrease violence and bullying in schools and the workplace, increase self-confidence, and make us more aware of the world around us.

How can I get involved?

The Be Kind 330 campaign is ever-evolving and there will be a variety of structured activities throughout the year. But you can start today by being kind to yourself. Be kind to others even when it is hard to do so. And look for ways to perform simple acts of kindness for others.

BENEFITS OF KINDNESS*

Better overall physical health

- Lower blood pressure
- Less pain
- More energy

Better overall mental health

- Better moods
- Reduced depression
- Less stress

Better communities

- Reduced violence
- More collaboration
- Better workplace culture

WAYS TO BE KIND

- Give someone a compliment.
- Smile and say hello to a stranger.
- Hold a door open.
- Do a good deed for a neighbor.
- Volunteer.
- Say thank you.
- Let someone go ahead of you in line.

*Source: Random Acts of Kindness.org
(<https://www.randomactsofkindness.org/the-science-of-kindness>)

Follow us on social media.

#BeKind330



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The Be Kind 330 campaign is a community-wide effort led by Akron Public Schools in partnership with Values in Action.

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