

A Call for Messaging: Wearing Masks as an Act of Kindness

The spread of COVID 19 and the upheavals over racism have not only created severe health and economic problems in 2020, but also serious psychological problems.

- More than 80% of U.S. adults report the nation's future is a significant source of stress.
- Americans are the unhappiest they've been in 50 years.
- In April, three times as many U.S. adults reported symptoms of serious psychological distress as they did two years ago.

While health care providers are bearing the brunt of these problems, Peace Health, McKenzie Willamette Medical Center, and the Oregon Medical Group have added their logo to the poster titled “[Choose Kindness in an Unjust World](#).” It presents four ways to be kind: offer help, show appreciation, be friendly, and reach out to those in need. The poster shows wearing masks as an act of kindness. The poster includes a quote by Dr. Martin Luther King, “Hate cannot drive out hate; only love can do that.” The logos of the NAACP and Centro Latino Americano appear along with business, government, and non-profit organization logos. This document will also be sent to neighborhood associations, Rotary clubs, faith communities, and city government.

The Spreading Kindness Campaign offers a way to order ‘choose kindness’ masks from a third-party vendor and has created a set of free, downloadable, print-ready, posters and a window cling, all of which can be placed in offices and homes. The other poster titles are: [Masks Can Save Lives](#) (mini poster and window cling), [Kindness Health Facts](#), and [Wear a Mask to Protect Yourself and Others](#).

Masks are good for our bodies and adding the words ‘choose kindness’ is good for our minds and our community. This messaging linking kindness to masks is particularly important because racial and ethnic minority groups are bearing a disproportionate burden of illness and death. The Campaign is actively searching for organizations to fund and distribute ‘choose kindness’ masks to our most vulnerable citizens: those living in poverty, especially minorities and the unhoused.

The Spreading Kindness Campaign is hoping individuals and organizations will support the wide distribution of ‘choose kindness’ masks and the free posters as a way to help solve the many severe problems caused by COVID-19 and racism.

Why is our call for ‘messaging’ so important? On June 26th, OHA reported that Oregonians are more at risk for COVID19 than ever before. Leaders typically under-message, by a factor of ten, the rationale and description of a proposed change, such as embracing kindness and mask-usage. That message must appear in many places and at many different times, such as KMTYR-TV’s Public Service Announcement that makes clear the link between kindness and wearing a mask.

The message will be more powerful if the public sees it in many different places at many different times, for example, employees who interface with the public wear a ‘choose kindness’ mask. *Seeing ‘choose kindness’ literally on the face mask of many employees in various organizations sends a powerful message.*

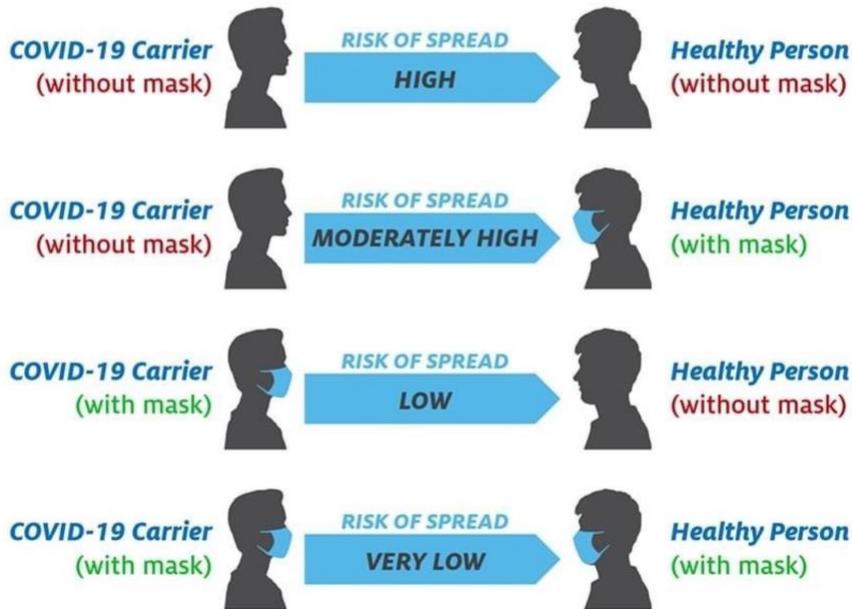
Choose Kindness in an Unjust World



“Hate cannot drive out hate, only love can do that.”
Martin Luther King



WEAR A MASK TO PROTECT YOURSELF AND OTHERS



From an email update from Senator Floyd Brzezinski

We have two options for masks:



Two-layer polyester/cotton mask, with black lettering and white fabric, can be [found here](#) for individual purchase (\$17.95 + shipping).



Two-layer 100% cotton mask, with white lettering on black fabric, can be [found here](#) for individual purchase (\$15.95 + shipping).

100% 4-ply cotton masks for large quantity purchases are [available here](#) (minimum of 100 at \$3.79ea or \$2.99ea for 1000, plus shipping.) Contact admin@spreadingkindnesscampaign.org for information on how to insert Choose Kindness wording, a logo, or artwork on the mask.



**Masks Can
Save Lives**

Choose Kindness

spreadingkindnesscampaign.org



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You can print this page or [order window clings](#) (we recommend 6x6 or larger). Download a PNG file [here](#).

Physical and psychological health benefits of kindness



KINDNESS HEALTH FACTS

DID YOU KNOW?

KINDNESS IS TEACHABLE

"It's kind of like weight training, we found that people can actually build up their compassion 'muscle' and respond to others' suffering with care and a desire to help."

Dr. Ritchie Davidson, University of Wisconsin

KINDNESS IS CONTAGIOUS

The positive effects of kindness are experienced in the brain of everyone who witnessed the act, improving their mood and making them significantly more likely to "pay it forward." This means one good deed in a crowded area can create a domino effect and improve the day of dozens of people!

KINDNESS INCREASES:

THE LOVE HORMONE

Witnessing acts of kindness produces oxytocin, occasionally referred to as the 'love hormone' which aids in lowering blood pressure and improving our overall heart-health. Oxytocin also increases our self-esteem and optimism, which is extra helpful when we're in anxious or shy in a social situation.

ENERGY

"About half of participants in one study reported that they feel stronger and more energetic after helping others; many also reported feeling calmer and less depressed, with increased feelings of self-worth"

Christine Carter, UC Berkeley, Greater Good Science Center

HAPPINESS

A 2010 Harvard Business School survey of happiness in 136 countries found that people who are altruistic—in this case, people who were generous financially, such as with charitable donations—were happiest overall.

LIFESPAN

"People who volunteer tend to experience fewer aches and pains. Giving help to others protects overall health twice as much as aspirin protects against heart disease. People 55 and older who volunteer for two or more organizations have an impressive 44% lower likelihood of dying early, and that's after sifting out every other contributing factor, including physical health, exercise, gender, habits like smoking, marital status and many more. This is a stronger effect than exercising four times a week or going to church." Christine Carter, Author, "Raising Happiness; In Pursuit of Joyful Kids and Happier Parents"

PLEASURE

According to research from Emory University, when you are kind to another person, your brain's pleasure and reward centers light up, as if you were the recipient of the good deed—not the giver. This phenomenon is called the "helper's high."

SEROTONIN

Like most medical antidepressants, kindness stimulates the production of serotonin. This feel-good chemical heals your wounds, calms you down, and makes you happy!

KINDNESS DECREASES:

PAIN

Engaging in acts of kindness produces endorphins, the brain's natural painkiller!

STRESS

Perpetually kind people have 23% less cortisol (the stress hormone) and age slower than the average population!

ANXIETY

A group of highly anxious individuals performed at least six acts of kindness a week. After one month, there was a significant increase in positive moods, relationship satisfaction and a decrease in social avoidance in socially anxious individuals.

University of British Columbia Study

DEPRESSION

Stephen Post of Case Western Reserve University School of Medicine found that when we give of ourselves, everything from life satisfaction to self-realization and physical health is significantly improved. Mortality is delayed, depression is reduced and well-being and good fortune are increased.

BLOOD PRESSURE

Committing acts of kindness lowers blood pressure. According to Dr. David R. Hamilton, acts of kindness create emotional warmth, which releases a hormone known as oxytocin. Oxytocin causes the release of a chemical called nitric oxide, which dilates the blood vessels. This reduces blood pressure and, therefore, oxytocin is known as a "cardioprotective" hormone. It protects the heart by lowering blood pressure.

RANDOM ACTS OF KINDNESS

FOR MORE INFORMATION, VISIT WWW.RANDOMACTSOFKINDNESS.ORG