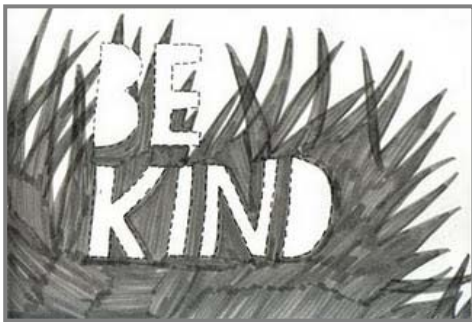


Be Kind Week

Lorraine Jara of Toms River, N.J., could hardly believe what she was reading. In her local newspaper was an account of two men who had been in a boating accident. They were in a small rowboat, which overturned. As they clung to the vessel, two young women in another boat – without a motor or a radio on board – plucked them out of the water.

Two or three other power-operated boats with radio antennas passed them by, refusing their calls for help, Jara said. One passing boater reportedly said, “We don’t want to be bothered.” When finally rescued, one of the young men died.

“I was so devastated after reading this article that I felt something had to be done in honor and memory of the deceased young man,” Jara said.



What had happened to our society, she wondered, that one person could be face-to-face with another in need and do nothing? And what could she do now to change anything?

So Jara created a month-long event she called Be Kind to Humankind (BK2HK). The first observance of it was in August 1988. She assigned each day of the week a specific way of recognizing humankind, along with activity suggestions:

- Motorist Consideration Monday.
- Touch-a-Heart Tuesday.
- Willing to Lend a Hand Wednesday.
- Thoughtful Thursday.
- Forgive Your Foe Friday.
- Speak Kind Words Saturday.
- Sacrifice Our Wants for Others’ Needs Sunday.

The event is still being observed today – globally. It illustrates how much impact one person can have. *One* person could have saved the life of that boater in 1988, and chose not to. Lorraine Jara is *one* person who started something positive that caught on worldwide.

I am pleased to say that the associates in Life Care, Century Park and Life Care at Home have learned that their actions make a difference in someone else’s life.

Practice kindness during a week in August? It’s a good idea, but our associates do it daily.

– Beecher Hunter