

**FREE REPORT  
KINDNESS IMPACT**





## THE IMPACT OF KINDNESS

Dear Caring Adult,

We see the reports of bully related incidents infiltrating our newsfeeds & schools. It instills fear in the heart of students, teachers, administrators and parents everywhere. According to the CDC, students who are bullied are at a greater risk for negative health outcomes, including: depression, anxiety, problems sleeping, and poor school adjustment.

Our local area has experienced tragedies related to bullying, resulting in students contemplating and even successfully committing suicide, as young as 12 years old! **THIS IS NOT OKAY!**

This leaves *us* caring adults not only heartbroken, but yelling the question, “**How can I stop this?**”

The tough answer, there is no *one* solution.

But I can tell you the best place to start. . . KINDNESS.

By creating a Kind culture, inspiring Kindness, doing intentional Kind acts and incorporating KINDNESS into *every* subject, topic and activity **PRODUCES RESULTS!**

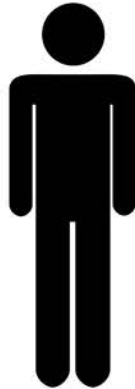
I hope this report sheds some scientific light on not only the impact of bullying, but also the impact of Kindness and inspires you to make Kindness a priority in your school, household and life.

Brian Williams  
President & Founder

# PERSONAL IMPACT OF BULLYING

## **EMOTIONAL IMPACT**

LOW SELF-ESTEEM  
FEELINGS OF WORTHLESSNESS  
ISOLATION  
LACK OF LOVE  
ABSENCE OF COMPASSION  
HIGHER ANXIETY



## **PHYSICAL IMPACT**

MORE LIKELY TO BULLY OR BE BULLIED  
LOWER ACADEMIC SUCCESS  
SUBSTANCE ABUSE  
DEPRESSION  
POOR SOCIAL SKILLS  
ANGER & VIOLENCE  
SUICIDE

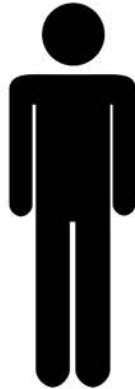
## SHOCKING FACTS

- 1 out of every 10 students does so because of repeated bullying.
- In the US alone it is estimated that 160,000 children miss school everyday due to fear of attack or intimidation by their peers
- 1 in 7 students in Grades K-12 is either a bully or a victim of bullying
- Top years for bullying are from 4th-8th grades
- 70% of high school and middle school students have already experienced and witnessed bullying in school.
- Each month, a shocking number of around 282,000 students are victimized by bullying in the United States
- Around 50% of teens have already been victims of cyber bullying.
- 77% of students are being bullied whether physically, mentally, or verbally.
- 75% of school-shootings incidents in the United states are linked to bullying
- 87% of students said shootings are motivated by a desire to “get back at those who have hurt them”

# PERSONAL IMPACT OF KINDNESS

## EMOTIONAL IMPACT

COMPASSION  
EMPATHY  
KINDNESS  
EMPOWERMENT  
SELF-VALUE  
SELF-ESTEEM  
INCREASED HAPPINESS & OPTIMISM



## PHYSICAL IMPACT

ACADEMIC SUCCESS  
STRONGER RELATIONSHIPS  
GREATER RESILIENCE  
MORE MOTIVATED TO SUCCEED  
CRITICAL THINKING SKILLS  
STRONGER IMMUNE SYSTEM  
GREAT SENSE OF FAMILY & COMMUNITY

## SHOCKING FACTS

- **People who are kind and compassionate are usually the most successful.** Studies consistently show that we feel happier when we perform acts of kindness for our children, students, families, friends and communities. Not only do good deeds make us feel better, they provide a more successful lifestyle. (David Brooks, New York Times Nice Guys Finish First).
- **Happier children have greater academic success.** Students who perform acts of kindness with their peers, families and in the community had greater academic success than those who simply recorded seeing acts of kindness over a span of three months. (Price-Mitchel, 2013)
- **Self-efficacy leads to higher achievement, goals, and positive behavior.** Research have found that higher self-efficacy is linked to 1) greater ability to think productively by applying positive thinking skills when facing a challenge; 2) higher motivation 3) stronger effort put into an activity or task; greater resilience; and 4) lower vulnerability to stress and depression. (Bandura, 2013)
- **Building self-value circumvents depression.** An estimated 2 million 12 to 17-year olds experience clinical depression annually, and Reivich and Gillham (2009) have found that building resilience in younger children can help thwart depression before it starts.
- **Engaging in an act Kindness creates a larger cycle of Kindness.** Harvard researchers Fowler and Christakis (2008) investigate the phenomenon known as Social Contagion which explores how behaviors and even emotions spread throughout a social network, even up to 3 degrees of separation. Performing random acts of Kindness can have an impact on happiness within a social network up to 3 degrees of separation. Meaning, that if one person engages in an act of Kindness, a person 3 degrees removed from that individual will benefit from its impact.
- **The happier you are, the happier others around you will be.** People's happiness depends on the happiness of others with whom they are connected. This provides further justification for seeing happiness, like health, as a collective phenomenon (Fowler & Christakis, 2008; 2012).
- **Being Kind can reduce stress.** Kindness can reduce stress as well as the activation of autonomic and immune pathways that have been implicated in the development of a host of chronic, stress-related illnesses, including depression, heart disease, and diabetes. (Dodson-Lavelle, 2008)
- **Being Kind is healthy.** Helping can enhance our feelings of joyfulness, emotional resilience, and vigor; and can reduce the unhealthy sense of isolation. The health benefits and sense of well-being return for hours or even days whenever the helping act is remembered. Additionally, more kindness = less pain; a decrease in both the intensity and the awareness of physical pain can occur.

**WANT TO CREATE A  
KINDNESS MOVEMENT AT YOUR SCHOOL?**

***WE'D LOVE TO HELP.***

**CONTACT BRIAN OR KELLY @  
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**ThinkKindness.org**

