



MEDIA RELEASE

Australian-based initiative #TheKindnessPandemic reaches 300,000 members and launches Campaign kindness for health workers

Tuesday, 24 March 2020: An Australian-based initiative promoting acts of kindness, #TheKindnessPandemic, is helping people impacted by Coronavirus around the world.

The group was established on 14th March and a [Facebook Group](#) now has close to 300,000 members from around the world sharing acts of kindness. Group members have posted that the group has restored their faith in humanity and promoted their mental wellbeing. One member, Cass Bailey posted

I'm sure you have saved many people's mental health from going completely down the toilet. My headspace has completely changed since joining your page. Spreading love is the best thing we can do right now. Thankyou all for your hard work!

The project was established by Dr Catherine Barrett, who was concerned about the impact of the Virus on older people – and identified the need for kindness more broadly. Dr Barrett wants to spread intersectional kindness, or kindness for people who are on the front lines including healthcare and supermarket workers and those that are marginalised (older people, people living with a disability, those who are immunocompromised). Group members are asked to share acts of kindness and the hashtag #TheKindnessPandemic

The first campaign was for Random Acts of Kindness in Supermarkets after reports of supermarket team members being verbally abused. Dr Barrett said;

Supermarket workers are going to work to help make sure we have the supplies we need – without them we will have no food. We need to be kind to supermarket workers and let them know that we appreciate what they are doing for us. The Random Acts of Kindness shared in supermarkets have been heart warming. People have emailed or called their local supermarket to thank them. Those going to the supermarket have dropped off cards thanking staff, bought staff chocolates and some have posted notes around supermarkets reminding customers to be kind to staff. The response to this Campaign has been powerful

The Kindness Pandemic is now adding in a focus on kindness for health care workers – who are working under difficult circumstances and encountering patients who are frightened, frustrated and sometimes abusive. The first step in the Health Care Worker Campaign focuses on an online Health Care Hero Award that community members can share with their friends and family on social media. Community members are invited to post or tweet an online award recognising the contributions of a Health Care Worker they know. Participants are asked not to increase staff workload by sending directly to health services. Dr Barrett said: we hope the Campaign raises awareness of the important contributions' healthcare workers are making – without them we would be lost.

MORE INFORMATION

Contact Dr Catherine Barrett on 0429582237 or director@celebrateageing.com

The Kindness Pandemic Facebook Group: <https://www.facebook.com/groups/515507852491119/>

Webpage: <https://www.thekindnesspandemic.org/>

