

Pay Attention

Be aware and attend to the world and people around you.



Brain research shows our emotions are contagious. If we practice a few simple keys to civility the payoff is not only feeling better ourselves but also making our community a better place. This is about you, your neighborhood, your workplace and your school. It is a big idea. Learn more and share your thoughts at BecauseItMatters.net—and thanks for participating. It means a lot to everyone.



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Illustration by Tina Sweep, Design by Holly Antoszewski.

- Respect Others
- Think Positively
- Pay Attention
- Make A Difference
- Speak Kindly
- Say Thank You
- Accept Others
- Rediscover Silence
- Listen
- Keep Your Cool