

# THIS IS FOR 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](http://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