

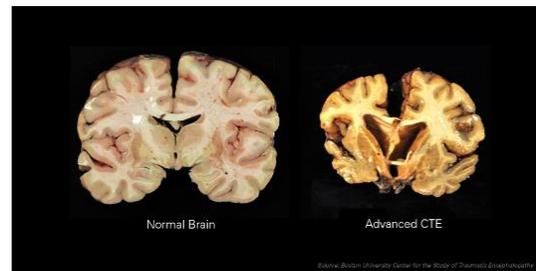
Beth Green & TheInnerRevolution.Org Are Sponsoring a New Campaign:

Unleashing the Power of Kids: Mobilizing Them Through Fitness, Cooperation, Service & Thought

We are people and families who are concerned about the violence, over-competitiveness and self-centeredness in our world, and we're doing something about it. We're examining ourselves, and at the same time we've been examining what we are teaching our children. As a result, we've created a campaign called Unleashing the Power of Kids, and we welcome all kids, adults and families who want to participate in this campaign, regardless of race, religion, nationality, sexual orientation or any other distinction.

Background: Tackling Football

We started with our concern over football. We were drawn to start there because football is still the most popular national sport in the U.S., and it reveals what we believe is right and wrong about how we're training our kids. People love football for the excitement, camaraderie and beauty of the game. Yet in our hearts we all know that it has a big problem, and the problem is not that complex. First, there are too many head injuries, subtle and obvious. Even though there are efforts to cut back on concussions, football is full of trauma to the head, sub-concussions that are increasingly being shown to damage the brain. In fact, Boston University researcher Ann McKee warns that sub-concussive hits—the kind that occur on every play, including in practice—might be the primary cause of brain damage in football.



Then there are the injuries to the body, whose long-term effects are suffered for years. A guy has a couple of seasons of glory and the possibility of a life of pain. But there's also damage to the soul. It's a game of combat played out by kids and young adults, fired up by cheering crowds pushing guys into attacking each other as ferociously as possible. Players and fans turn each other from people to opponents, and the aim is to defeat the other side at all costs. This feeds our violence and competition. To us, this is a kind of soul sickness. You can try to temper the game, but, as recently retired San Francisco 49er Chris Borland said, the game is inherently dangerous. He compared it to the risk of war, but with a difference: "Football is an elective. It's a game. It's make-believe. And to think that people have brain damage from some made-up game. The meaninglessness of it, you draw the line at brain damage."

The Challenge: To Replace Football with Something Better

So the question became: If football is so dangerous that it needs to be reformed, why shouldn't it just be replaced? People again try to make this a very complex issue. Kids benefit from football. For example, they learn discipline and teamwork. But why not replace it with other modalities that teach kids discipline and teamwork without the violence? Why not give kids a chance to use their youthful energy,

exuberance and physicality for purposes that support them and others? Why not do the same with adults? Why do we feed our violence rather than channel it for the highest good?

In times of war, our armed forces are used to kill, but in times of disasters at home, they can be used to help and heal. These men and women have the training, discipline and readiness to do either job. Let's make that choice with and for our kids. Let's train our kids to do good. Let's channel kids' energy from hurting one another to helping each other and our world. Let's use the natural intelligence and energy of all kids—from gang members to rural and suburban—youth—to help each other and society. Why not?

So What Do Kids – and We – Really Need?

This led us to really think about what kids really need for their happiness and development and how to best meet those needs. The following is a brief description of what came to us. Kids need:

Fitness: Physical fitness is hugely important for people of all ages for their health and well-being, physically, mentally and psychologically, plus it's a great way of channeling youthful energies. But fitness shouldn't have to come at the cost of health or be accompanied by the dehumanization of opponents. What jeopardizes health is bad training and the overemphasis on competition and winning. Let's create cooperative games and sports that foster physical, mental and spiritual wellbeing. It's not that hard, if we embody those values ourselves.

Cooperation: Whether in the mental or physical realms, focusing on competition hurts all kids. It makes them feel that they need to win, sometimes at all costs.

Winning can puff them up and cause them to strain beyond their capacities and sometimes even to cheat. Competition also creates pain in "losers," who feel shame and embarrassment. Why is physical and mental competition so much a part of our training of kids, who then carry that attitude into adult life? We all feel better when we come together as a team, whether that's in our families, communities, classrooms or sports teams. But now let's look even beyond teams battling one another and start envisioning



games and activities where there is only one team working together. People do not stretch themselves because of competition. They stretch themselves as part of their need for self-realization. It's just as much a part of humanity as violence. And we all feel happier when we're feeling loved, safe and connected. Let's start feeding cooperation instead of competition and violence. Let's start training our kids to realize themselves in a cooperative environment, and we'll see our world change.

Service: If we stop competing, how do we feel our value? Kids and adults who serve others gain self-esteem from contributing, not from winning, and the experience provides them with the warmth and safety of love and connection. Each person can contribute at whatever level they are capable and so everybody can feel the benefits of helping others. We need to incorporate service into our kids' programs, which could include physical activities, like building homes with Habitat for Humanity, or learning to garden, or visiting the elderly or hospitals. Service can be accomplished by kids of almost any age, if the service is geared to their abilities. When we come together to help one another, we feel happy, which happens when a disaster temporarily unites us and we feel our connection. Why do we let

that go when the immediate disaster has receded from our consciousness? Why not emphasize service, not for the benefit that it offers the “recipient,” but for the benefit it offers us ALL, including those who serve?

Thought: Kids need more than information, they need to learn how to think. They may or may not be learning to think in school, but they also need to learn to think at home and in all social interactions. When adults want to maintain the status quo, they don’t encourage kids to think. In fact, we try to impose conformity on our kids, so that we won’t feel embarrassed, threatened and challenged. But our times need new solutions, and our kids need to learn to think in order to find those solutions. If we train our children in conformity, the new generations of adults just repeat the mistakes of their elders. If we train our children to think, we unleash their power to co-create a better world.

Inner Revolutionary Families Is Embracing This Program & Here’s How

At TheInnerRevolution.Org, we have a group called Inner Revolutionary Families, which includes not only families, but other adults and children who would like to participate. We have adopted this campaign, and so far this is what we’re planning to do. Others may come up with entirely different ideas.

Super Supportive Sundays: Unleashing the Power of Kids



We are offering kids Sunday programs – or programs at other times if that works better – that emphasize Fitness, Cooperation, Service & Thought. Fitness can include dance, cooperative games or other forms of physical exercise. And service can include anything from helping the homeless, to visiting hospitals, to tutoring one another, to helping combat global warming, to many forms of service we’ve never even thought of. We are also going to encourage kids to cross-pollinate, visiting with communities of different ethnic, economic or religious backgrounds, playing with other kids or just having new and different experiences. Cooperative games can be learned or discovered. In fact, we encourage the kids themselves to actively participate in the

development of these programs, with us helping keep them on track with the principles of our campaign.

In addition to participating in cooperative fitness and service activities, we are encouraging thought in a number of ways. Kids are encouraged to talk about their concerns about the world. But, even more specifically, we are all encouraged to think about and discuss how we’re feeling about what we’re doing. For example, prior to our activities, we can discuss how we feel about the activities planned for the day. After the activities, we talk about our experience. Some kids might feel really upset by hanging out with people in the hospital or volunteering at a homeless shelter, and that should be discussed. Some may

want to talk about feelings of competitiveness that come up and why. Kids might end up also talking about what they're seeing at home or in their world and how that's impacting them. Everyone is encouraged to share, and at the same time we also continue to come back to the goals of encouraging Fitness, Cooperation, Service & Thought and what might be getting in the way of them. In this way we are encouraging kids to think critically, while simultaneously helping them think in paradigms that are not commonly taught.



The Invitation:

We invite anyone interested to participate in the Campaign to Unleash the Power of Kids. We can't even imagine what the next generation would be able to accomplish if we trained them to work together in a new way, and we hope you join us in whatever way works for you.

Some Things You Can Do:

1. Pass this document on to your friends personally or via Facebook.
2. Watch the [20-minute video](#) by our founder Beth Green on [Unleashing the Power of Kids](#). Talk about it, "Like" it, share it and make comments on our [Facebook page](#).
3. Listen to Beth Green, founder of TheInnerRevolution.Org and Helen Hillix, MFT, Campaign Lead and Co-Director of Training at TheInnerRevolution.Org discuss "Unleashing the Power of Kids" on the radio program "[The Future Depends on Our Kids, and What Are We Teaching Them?](#)" on Inner Revolutionary Radio, on voiceamerica.com.
4. Contact Helen Hillix, MFT our Campaign Lead and Co-Director of Training at TheInnerRevolution.Org. Share your ideas and concerns. You can reach Helen via email at helen@theinnerrevolution.org or call her at 760-990-9053.
5. Consider sponsoring the Campaign, and discuss it with Helen.
6. If you're interested in [Super Supportive Sundays](#), contact our Inner Revolutionary Families. Helen can you put you in touch with them. They are in the San Diego area, but the program could be replicated anywhere, and people can even find a way to work together via the internet.
7. Follow us on [Facebook](#), and keep abreast of the progress of the Campaign.

[TheInnerRevolution.Org](#) is an online community and non-profit corporation that is supporting people everywhere and anywhere who are trying to live from a place of Oneness, Accountability and Mutual Support. We encourage everyone to do what works for them in their local communities, but we encourage all to learn more about the Inner Revolutionary principles of Oneness, Accountability and Mutual support, since these principles underlie our program and support us all.

Let's help co-create a different future by Unleashing the Power of Kids. Join us!