

Random Acts of Safety and Kindness (RASK) is designed to help seniors in our community recognize and promote acts/activities of safety and kindness witnessed during their daily activities. Our society tends to focus on negative news thus we hear and read negative reports on safety and lack of respect shown by others. RASK puts a positive slant to safety and respect by encouraging people to report acts of safety on the job, at play, or at home; (anywhere they are).

Seniors make up twenty percent (20%) the population in the City of Kawartha Lakes and project partners (United Way for the City of Kawartha Lakes and Safe Communities Kawartha Lakes) want to utilize and engage this segment of our population through this project. RASK encourages seniors to engage in discussion and the promotion of safe acts or activities. The goal of the project is to develop a framework that will inspire social participation and positive, inclusive healthy living. When seniors start looking through a lense of positivity, this has a ripple effect through other generations (i.e. children, youth, adult children) and others begin to look through the same lense at our community.

Paul Kells, President of Safe Communities Canada believes that a culture is changed when most of the people do something different every day and culture change begins with the word 'one'. One thought, one solitary act can change one life, one community, one world. This is the goal of RASK-to get people changing how they view safety and kindness- one act at a time.

The focus audience for this project is seniors and the goal is for them to benefit through positive thinking and stimulation through learning new skills. RASK will provide an opportunity to view their community and activities through a lense of positivity. The RASK champions in addition will benefit from a renewed sense of purpose in providing mentorship to fellow seniors, neighbours, family etc.

Seniors will be involved in the project through a variety of venues including: helping to organize information sessions, acting as RASK Champions, being the 'eyes and ear's within the community to identify safe and respectful acts, and providing mentorship to fellow seniors in how to spot safe and respectful acts and to utilize social media venues. In addition, seniors will be instrumental in creating a RASK ripple effect to other generations (children, youth, adult children).

The expected results of the project include a greater awareness and recognition of positive acts of safety and kindness in our community, increased confidence in utilizing social media venues, increased awareness and support of community initiatives including accessibility council, age friendly coalitions etc. In addition utilizing social media venues, traditional media (newspaper, radio, TV) will also play an integral role in reporting on the various RASK, thus raising the profile of the project and introducing the project to a broader audience.