



# A New KIND Program for Today's Youth

By Charles F. Herrmann, HSUS Director of Humane Education

In a recent issue of Gun World magazine, in an article entitled "They're After Your Guns and Game," several animal welfare organizations were examined. HSUS and KIND received special attention:

*"But this one (HSUS) poses a more subtle threat. Through a program called KIND (Kindness in Nature's Defense), this group is supplying professionally prepared teaching kits and audio-visual aids to public school teachers, all anti-hunting propaganda! These kits are being used by some 5,000 teachers, in public schools! The announced aim is to enlist 10 times the present number of teachers, thus reaching some millions of children being warped by anti-hunting doctrine each year, in schools we support with our taxes!"*

And that isn't all. Another magazine that caters to trappers has labeled the KIND materials "trash." In addition, several so-called outdoor editors have recently warned their gun-toting readers about the "dangers" of the KIND program.

Our adversaries are worried. We think that's good.

Every day, the "Dear KIND" letters keep pouring in. Most of the letters from young people begin with a declaration of how much the writer loves animals. Many of the letters express satisfaction in having "discovered" KIND. And they all ask questions. "How do I care for an injured animal that

I've found on the highway?" "How do I help my friends discover that kindness toward animals is important?" "How do I feed a gerbil?" "How do I . . ."

In the past year, the membership of KIND has more than doubled. A number of local humane societies have adopted the KIND periodical for use with their youth groups instead of going to the expense of producing their own newsletters. Children from all 50 states belong to KIND. And they've all adopted the BE KIND pledge as their standard mode of behavior.

Schoolteachers are turning to the KIND magazine in preference to some of the commercially prepared school newspapers and magazines. They are finding that the KIND Teaching Tips helps them use KIND for meaningful discussions of values and ethics. Some teachers are employing the KIND magazine as a recreational reading vehicle while others are using the magazine for formal reading instruction and social studies programs.

The many KIND pamphlets and the new careers manual are finding their way into the classroom and the public library. In a recent issue of Seventeen magazine HSUS's Roger Caras gave brief mention to the Careers: Working with Animals manual, and, as a result, we've been flooded with requests for the book.

In May of this year, KIND abandoned its three newsletters and its teacher's

guide and launched a new magazine. The name is still the same and our colloquial "talk talk" writing approach remains. Without exception, every letter we've received about the new magazine has been complimentary.

The new KIND incorporates some of the successful elements of the former newsletters and teacher's guide, as well as bright new ideas. There are still plenty of short easy-to-read pieces for the younger readers, as well as in-depth articles for the older readers. But it's all under one cover. There are projects, puzzles, a mini pull-out poster in the center, editorials, book reviews, fiction stories, and letters to the editor—all with the humane flavor!

In recognition of our nation's bicentennial celebration, KIND has launched America's Bicentennial Animal Election. The youth of America are being asked to vote for the one animal they think contributed most to the development of our nation. Fourteen animal candidates were presented to the young people. They include whales, buffalo, beaver, salmon, wild turkeys, horses, beef and dairy cattle, and other animals that have played a significant role in the saga of America. Other children's magazines, local humane societies, and some adult publications are helping KIND publicize the election. And the ballots are beginning to come in by the boxful. In some schools all the students are voting. We even had a vote from an 80-year-old

## Misty Saved by Road Workers

Misty, a two-year-old beagle, got hit by a car. She was on a busy highway. She was badly injured and couldn't move.

Three men who install highway signs saw her. Fred Durrant flagged traffic. Earl Anderson and James Baker built a litter, using a traffic flag. Then they moved her to safety.

Another dog was there too. The men followed him to Misty's home. Misty's owners rushed her to the vet. She had a crushed pelvis and a broken leg.

Misty's injuries are healing nicely. She gets around using a special wheeled brace.

The Humane Society has commended the traffic sign workers who rescued Misty. It's nice to know people care enough to help.



## Camels Get New Home

Minnesota Governor Wendell Anderson Pets Humphrey Humphrey is one of the camels Minnesota helped buy for The National Zoo.



Camels with two humps come from the Gobi Desert. Many zoos don't have them.

Now The National Zoo has a breeding farm in Virginia. They hope the natural habitat they have provided will make zoo animals happy and they will bear young.

The State of Minnesota is building a new zoo. They want some camels. So they have helped The National Zoo buy some camels for their breeding farm. They will get one of the first baby camels that is born.

Two-humped camels are called bactrians. Single-humped camels are called dromedaries. Both can carry heavy loads and go long distances in the heat without water. Bactrians are still found living wild, but there are no dromedaries left living in the wild.

With the new breeding farm, more zoos will be able to get camels in the next few years. Then you can compare a Camelus Bactrianus to a Camelus Dromedarius, standing side by side—one with two humps, and the other with just one.



admirer of animals. The write-in votes are very interesting. We have received ballots for fleas, chickens, and the white dove of peace, among others.

This election was designed to focus attention on the contributions of animals and help young people recognize that we "couldn't have done it without them."

In addition, our raccoon mascot (Arahkun) appears throughout the magazine as a vehicle to introduce articles, projects, and puzzles. KIND is also more visual now. We've borrowed the "picture is worth a thousand words" concept from the old Life magazine to make about 50% of the magazine strictly visual. It's our opinion that the TV generation needs visual support for the written word. And, of course, the photos and drawings make the articles more interesting.

This year, KIND initiated The KIND Awards Program that allows KIND members to nominate children or adults to receive an award for acts of kindness to people or animals. So far, more than 40 children and adults have received KIND Awards from KIND members in many different parts of the country. It's this kind of recognition that we believe will help young and old alike recognize the need to respect all living things.

The emphasis that the KIND program has placed on materials development is costly. A large portion of the HSUS budget is being allocated toward KIND and other humane education activities.

The directors of HSUS have long recognized that our primary emphasis must be to reach out to America's youth.

When others make a point of publicly discussing their "fear" of our efforts, we know that the expense has been worth it. But KIND has a long way to go before it pays for itself. We've purposely scaled our membership dues and prices for materials below the break-even point in order to compete with publishing houses and other special interest groups that don't recognize the need to protect animals.

KIND is making an impact. But we need your help. We need the "word of mouth" kind of support that can spread the message about KIND. We'd like to see local humane societies purchase subscriptions to the KIND magazine to place in public and school libraries. We'd like every member of The Humane Society of the United States and other animal welfare groups to enroll their children and grandchildren in the KIND club. We'd like to receive information about acts of kindness, especially those performed by children, in order that we might report them to the members of KIND. We believe that personal examples of kindness will help others "see the light."

And, more importantly, we need your contributions. The many KIND publications and activities are expensive. For example, an individual membership in KIND is \$3.00 a year, but our actual

costs are closer to \$5.00 a year for each member.

Our primary objective is to get the humane message into the hands of as many young people as possible. In the near future, KIND will reach a membership level that will allow the program to pay for itself. But until we reach that level, additional support is necessary. Won't you take a moment to consider helping KIND become a success? It's an investment in the future—for a future generation of humanitarians!

Write to KIND, c/o HSUS headquarters, for a sample copy of the KIND magazine.

## We Need Your Help

I am more and more convinced that any hope we have of achieving a humane nation is dependent on our children and youth. To take maximum advantage of this opportunity, HSUS has put a top priority on educational programs for young people. One of the most important programs we are conducting is KIND, for children 6 through 18. I urge you to read of the latest developments in KIND on these pages. I know you will want to help us ensure the continuation and expansion of this program by sending a personal contribution in the attached envelope. Please let us know that you share our belief in the young people of this nation.

John A. Hoyt