



“Americans are divided over everything, except division,”

says a recent NBC/Wall Street Journal poll noting that more than 80% of us agree - we’ve become the “Divided States of America.”

Elaine Parke, MBA, CS, CM, NSA,

“National unity won’t trickle down.” says “Mental Nutrition” Guru– Elaine Parke.

In her latest book, *THE HABITS OF UNITY*, she shares a nourishing, Do It Yourself (DIY) – “one-magic minute a day” routine, we can all agree and act on together – just like we celebrate holidays. With one habit-forming month at a time, we nourish ourselves mentally just like good food nourishes our bodies. Together we will uplift our own lives and heal our country by mobilizing unity, civility, and citizenship together.

“America needs this unifying year-round mental health plan, deemed a social invention by the London Institute, and already proven successful by social transformation visionary, Elaine Parke.” – Melvin Steals, EdD, Educator and Grammy Award Winning Songwriter

As Executive Director of the non-profit, All of Us, Inc., Elaine is a lively and inspired interview guest. She mentored Chicago gang kids as a Northwestern University student, then expanded her scope of kindness to include millions. She organized and pioneered the 12-monthly branded multi-media campaign, that is still today, mobilizing civility and citizenship - equally.

Beginning in Pittsburgh PA, her kindness campaigns were waged by teams of citizens using posters, flyers, bookmarks, radio, KDKA-TV, and social media.

“This isn’t random acts of kindness, says Parke, this is an organized system of 12 kindness messages.” Surveys confirm that it works. One respondent said, “I am now nice to the people I used to be mean to.”

Interview Story Ideas

Our Forefathers Fell Short; They Failed to Write a Bill of Responsibilities.

As revolutionaries, our founding fathers touted citizen rights at the expense of exhorting citizen responsibilities to honor and dignify one another equally – the “by the people” part.

Stop Feeling Miserable and Become an Empowered Agent for Good in America.

The buck stops with you and me as citizens of a democracy. With the power of repetition and social media, we can turn good and kindness into unifying actions...one month and one citizen at a time.

Unity Means Business

The business version of the campaign, 12 Habits of the Golden Rule Success System, stream-lines corporate climates with an organized plan of improved “getting along better” human relations themes. March’s focus is “Dealing with Difficult People.”

The Divided States of America and the Cherokee Legend of the Two Wolves

They are tied together because the bad wolf news gets fat – it sells and goes viral while the unifying good news wolf is malnourished at best.

Happy People Don’t Cheat or Lie

Really happy people feel integrated with co-workers, family and community, knowing that at the very least, they don’t take unfair advantage of others. This is civility and citizenship at work.

How to lighten up and live happier right now.

Everybody needs dignity. “The fine art of making “suggestions” with appealing call-to action mental nutrition blurbs like, “Help Others,” “Be Grateful,” “Show a Positive Attitude,” and “Resolve Conflicts.”

Contact Information

Email: elaine_parke@yahoo.com | Mobile/Text: 814-779-2060

Address: All of Us, inc., PO Box 101, Berkeley Springs WV 25411

Website: www.12habits4allofus.org | YouTube: www.youtube.com/@12habits4allofus

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Best Overview and Interview (2:30sec): youtu.be/RFMzOzBi2pY

KDKA-TV 12 habits PSA’s: www.youtube.com/watch?v=0Wcp8oRwGvI&t=318s

Facebook: www.facebook.com/12habits4allofus

Linkedin: www.linkedin.com/in/elaine-parke-mba-cs-cm-b69aa7/



WARNING!
This book is habit-forming & may cause a happier life.



JANUARY
Help Others

FEBRUARY
You Count

MARCH
Resolve Conflicts

APRIL
Take Care of Our Environment

MAY
Be Grateful

JUNE
Reach Higher

JULY
Become Involved

AUGUST
Know Who You Are

SEPTEMBER
Do Your Best

OCTOBER
Be Patient and Listen

NOVEMBER
Show a Positive Attitude

DECEMBER
Celebrate Community, Family and Friends

Statistical Summary of Documented Results of 12 Unity Habits System

Measured Community Survey Results:

(1993) University of Pennsylvania, County-wide study Somerset, PA, 30,000 persons.

- Specific **improved behavior reported by 39%** of the (aware) community citizens out of 30,000
- Contributed to a **10% decline in the number of criminal case dockets** after a 12-year period of rising court statistics.
- Resulted in a **72% reported improvement in positive community connectedness and improved climate.**

Representative Comments from Surveys

"Very worthwhile - brings parents, children and others together into better relationships."

"A community-based program designed to improve morale of community and to bring people together. Gets away from stressing the bad things all the time."

"A group of people who have gotten together to encourage community togetherness."

Measured School Survey Results:

(2000-2003) 14,000 students, (35 schools and 27 after-schools)

Dr. Edmund M. Ricci, PhD, - Dept. Chairman, University of Pittsburgh Graduate School of Public Health...

"The number of honor roll students appears to be increasing in the 12 Habits schools while indicators of disciplinary actions are declining."

- 18.5% increase in school honor rolls
- 22.5% decrease in student detentions
- 85% reported more caring respectful behaviors
- 62.5% reported working harder in school
- 51% reported completing homework more often
- 54.5% have learned to set positive goals and achieve them
- 61% have done "something nice" for someone at home or at school



Highmark Blue Cross Blue Shield – Intensive Pilot School Results (1998-2000)

Pennsylvania State Standard School Performance (PSSA)

- Science scores increased one year and nine months
- Math scores increased one year and six months
- Student honor rolls increased 39%

Representative Comments from Surveys

"I am now nice to the people I used to be mean to. This is COOL. I might even get better grades."

"Kids do much better and keeps their minds off trouble."

"It's trying to tell us not to do stuff before we do it."

"Gets bad people and turn them into good people like the rest of the school."

"I don't have such an attitude anymore with anyone unless they make me angry."

"I act nicer, resolve conflicts in having a bad attitude with everybody, even teachers."

"These are good habits to change your bad ones."