



How Are the Children Campaign

The “How are the Children?” Campaign utilizes the **Masai Warriors** story written by *Rev. Dr. Patrick T. O’Neill* in an effort to draw statewide and national media attention.

The mission of the statewide campaign is to create a statewide media initiative where media representatives will encourage every citizen of Louisiana to take one day to greet one another by saying, “how are the children?”

To promote the campaign, the LCTF PR advisory board has begun making partnerships with statewide media organizations in an effort to promote this very special day. The dedicated “How are the Children” day will coincide with annual legislative efforts. In order to promote activism on a local level, grantees will be encouraged to wear the official blue ribbon buttons and display blue ribbon statics and bumper stickers in order to join in the effort.

Promotional items will be made available to all grantees. Duplicate orders will be available for all who are interested in utilizing the materials for local fundraising activities. The LCTF will provide an initial sampling to every grantee. Order forms will be made available via the lctf.org website.

The “How are the Children” date has not yet been set due to complications regarding the legislative session, but it is certain to be in the Spring of 2006 on or near the date of the regularly scheduled legislative day at the Louisiana State Capital. Additional information will be sent regarding the selected date.

Additional information and promotional PR materials will be made available on the lctf.org website.



The Story of the Mighty Masai

Among the most accomplished and fabled tribes of Africa, no tribe was considered to have warriors more fearsome or more intelligent than the mighty Masai. It is perhaps surprising then to learn the traditional greeting that passed between Masai warriors. "Kasserian ingera, " one would always say to another. It means, "and how are the children?"

It is still the traditional greeting among the Masai, acknowledging the high value that the Masai always place on their children's' well-being. Even warriors with no children of their own would always give the traditional answer. "All the children are well." Meaning, of course, that peace and safety prevail, that the priorities of protecting the young, the powerless are in place, that Masai society has not forgotten its reason for being, its proper functions and responsibilities. "All the children are well" means that life is good. It means that the daily struggles of existence, even among a poor people, do not preclude proper caring for its young.

I wonder how it might affect our consciousness of our own children's' welfare if in our culture we took to greeting each other with this same daily question: "And how are the children?" I wonder if we heard that question and passed it along to each other a dozen times a day, if it would begin to make a difference in the reality of how children are thought of or cared for in this country?

I wonder if every adult among us, parent and non-parent alike, felt an equal weight for the daily care and protection of all the children in our town, in our state, in our country...I wonder if we could truly say without any hesitation, "the children are well, yes, all the children are well."

What would it be like...if the President began every press conference, every public appearance, by answering the question, "And how are the children, Mr. President?" If every governor of every state had to answer the same question at every press conference: "And how are the children, Governor? Are they all well?" Wouldn't it be interesting to hear their answers?

Written by Rev. Dr. Patrick T. O'Neill, Senior Minister of First Unitarian Church of Wilmington, Delaware. Written in 1991 as a sermon for the First Parish in Framingham, MA.