

EMOTIONAL INTELLIGENCE AWARENESS MONTH

Emotional intelligence (EI) teaches kids how to think and act in healthy ways. By studying EI, children acquire tools to understand their emotions, manage their reactions, and avoid hurtful behaviors. Without this guidance, kids often struggle to recognize the consequences of their thoughts and actions.

WORD OF THE YEAR **INDIFFERENCE**

KIDS' DEFINITION:

The feeling kids get when they don't want to do something important.



Indifference is a powerful emotion that can negatively affect both kids and adults. Left unchecked, it can lead to poor choices, unhealthy habits, and serious consequences. That's why understanding indifference and learning how to overcome it is so important.

Kids show indifference when they avoid responsibilities like homework, cleaning their room, or treating others with kindness and respect. Sometimes it happens because kids don't understand *why* something is important or because they'd rather focus on other things.

Indifference also appears when kids (and adults) ignore the difference between right and wrong, or excuse harmful behavior—their own or others'. Recognizing this mindset is a key step toward building strong values, making responsible choices, and developing a healthy, resilient mind.



JOIN THE CAMPAIGN

This year the Emotional Intelligence Institute is focusing on *indifference* as part of **Emotional Intelligence Awareness Month**. We're sharing activities at e-ii.org designed for both kids and adults to help them better understand, manage, and rise above indifference. We also offer a **FREE online EI**

program—one of the most innovative adult resources for improving emotional literacy. Together, let's help kids and adults replace indifference with healthy purpose, responsibility, and emotional strength.



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Emotional Intelligence Institute is a non-profit organization dedicated to advancing emotional literacy worldwide.