



DEPARTMENT OF ECONOMIC SECURITY
Your Partner For A Stronger Arizona

News Release

Timothy Jeffries, Director

FOR IMMEDIATE RELEASE
October 15, 2015

MEDIA CONTACT
Tasya Peterson
602-542-4296
TasyaPeterson@azdes.gov

DES Announces Another Kindness Initiative

"We are a people business. Our noble charge is to do our best each day to serve the 2.2 million Arizonans in need of services."

PHOENIX – In the spirit of *people first, people always*, Director Timothy Jeffries today discusses another Department of Economic Security kindness initiative.

Clients served in the more than 115 DES lobbies statewide come to the Department in critical need of services for themselves and their children. Often times, while waiting to be served, their names are yelled across the lobbies. Earlier this year, Director Jeffries directed DES colleagues to cease and desist the practice of yelling and address people in a kind, professional, gentle manner.

"Names are sacred in nature and we should be caring for these beautiful people with kindness, dignity and respect," said Director Jeffries. "A name is powerful. A name is sacred. In all our service centers, we can no longer; we can never yell the name of a client. Because more often than not, those clients have had their name yelled for all the wrong reasons. Remember: Little things have **huge** power."

Throughout the past seven months at DES, Director Jeffries regularly asks DES colleagues to take a few moments each day to visualize the children and families with whom they come into contact and realize the critical impact DES has on their lives. The kindness given to those served may be the only act of kindness some have experienced in quite some time. The compassion, heart, dedication and humanity will be evident to those the Department serves with this initiative.

"By personally greeting the people we serve in a calm and gentle manner, we are instilling in our staff and our clients that we are a team," said Mark Darmer, Deputy Director of Programs. "Serving each other and making the visit to a DES office one in which the colleagues serving them respect their individual circumstances, will make all the difference."

"The beautiful people we serve, this kindness you give, the timely services you provide...they need us to be great," added Director Jeffries. "We need to walk all the way into the lobby, even though it takes an extra five to ten seconds, and say their names with kindness. So at least *someone* says it kindly. We owe them that common courtesy."

###