A Small Story with a Big Message

A little girl and her father were crossing a bridge. The father was kind of scared so he asked his little daughter, 'Sweetheart, please hold my hand so that you don't fall into the river.' The little girl said, 'No, Dad. You hold my hand.' 'What's the difference?' Asked the puzzled father.

'There's a big difference,' replied the little girl. 'If I hold your hand and something happens to me, chances are that I may let your hand go. But if you hold my hand, I know for sure that no matter what happens, you will never let my hand go.'

In any relationship, the essence of trust is not in its bind, but in its bond. So hold the hand of the person who loves you rather than expecting them to hold yours... more at http://www.citehr.com/89599-trust-small-story-read-big-message.html#ixzz16zq89kio

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Trustworthiness in 4-H

4-H Club Activity

Young people are especially susceptible to the techniques used in TV and print ads. It is crucial that youth become aware of these techniques not only to avoid being duped, but also to learn how to persuade others honestly.

Either pre-record or use a site such as Utube to find commercials that use advertising methods that focus on using bandwagon, glittering generalities, facts & figures, hidden fears, magic ingredients, snob appeal, association, testimonials, etc. Then follow these steps to lead the discussion:

- Play the commercials
- Ask members if they trust what commercials say about the products they are selling.
- Have members identify what techniques advertisers are using
- Encourage members to look for implicit messages and question their validity

You might ask, "If everyone knows that chewing a certain gum won’t make you irresistibly kissable, why is the commercial implying that."

Have members get into groups and create comical skits that show exaggerated advertising techniques that are obviously making fun of commercials.

Clover Connection

Head - think of what it takes to earn and keep trust

Heart - remember how it has felt when someone lied to you

Hands - trust is built with building blocks, one brick at a time

Health - feel good about your actions

Like this activity? Find more like it in the “Good Ideas Book” at your local Extension Office