

Heartitude Calls for Empathy Amid Rising Divisions in U.S. Political Climate

Amid rising political divisions, Heartitude encourages Americans to go give kindness, compassion, and empathy to prevent the dehumanization of people.

PHOENIX, AZ, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- As political polarization and social tensions continue to deepen in the United States, [Heartitude](#), a Benefit Corporation dedicated to inspiring people, communities, and businesses to give Heartitude in all that they do, is urging Americans to rediscover our shared humanity. In a press statement released today, Heartitude highlights the dangerous consequences of dehumanization in the current political climate and calls for a collective return to making kindness, compassion and empathy great again.



Embracing our shared humanity

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Those who lose sight of our shared humanity can be convinced to dehumanize others for their own benefit, creating an environment where discrimination, prejudice, and even violence are justified.”

*Bruce Petillo, Heartitude
Founder*

"In today's highly charged political environment, it's easy to forget that we all share the same fundamental humanity," said Bruce Petillo, Founder of Heartitude. "The rhetoric we hear daily—whether from politicians, media outlets, or social platforms—often reduces individuals to labels and stereotypes. This dehumanization not only fuels division but also creates an environment where discrimination, prejudice, and even violence are justified."

Heartitude's statement comes at a time when tensions over issues such as immigration, race relations, healthcare, and economic inequality are sharply dividing the nation. Recent research has shown that people who perceive

others as part of an "outgroup"—whether due to political affiliation, race, or socioeconomic

status—are more likely to adopt dehumanizing attitudes, making it easier to justify harmful behavior toward them.

Studies have shown that exposure to humanizing content can significantly reduce these negative attitudes. In fact, 76% of participants exposed to positive, humanizing information about marginalized groups showed greater empathy and less dehumanization. Heartitude is calling for a nationwide effort to promote this kind of empathy through education, dialogue, and community engagement.



"We need to stop seeing each other as 'the other' and start recognizing our shared experiences and emotions," Petillo continued. "In an era where political discourse is often fueled by fear and hatred, it's essential to remember that our differences do not make us less human. Heartitude can break down the barriers of division and help us connect as individuals, not as opposing sides."

Heartitude points to recent political rhetoric and media narratives that have been weaponized to polarize American citizens. From the dehumanization of immigrants and refugees to racialized narratives surrounding police reform, these messages contribute to a toxic environment where people are seen as "enemies" rather than fellow citizens. Historical events, like the rise of extremism and violence in the 20th century, demonstrate the catastrophic consequences of dehumanization.

"The stakes are high," said Petillo. "We've seen throughout history how dehumanizing language and propaganda can spiral into catastrophic events. If we allow ourselves to lose sight of our shared humanity, we risk repeating the mistakes of the past. We must find ways to move beyond the rhetoric of division and create space for empathy and mutual understanding."

Heartitude emphasizes that the key to reducing societal conflict lies in actively promoting kindness, compassion and empathy while engaging in open, constructive dialogue. Research indicates that programs that foster empathy—whether in schools, workplaces, or communities—can reduce prejudice and foster greater social cohesion. One study found that educational initiatives focused on empathy led to a 30% reduction in prejudiced attitudes.

"As a society, we cannot afford to remain divided," Petillo concluded. "Each of us has a role to play in creating a culture where kindness, compassion and empathy are at the forefront and foster mutual respect. It's time to embrace our shared humanity and move toward a more inclusive, compassionate future."

About Heartitude:

Heartitude is a Benefit Corporation, founded in memory of Christian Petillo ([Founder's Story](#)), with a mission to inspire people, communities, and businesses to treat each person with kindness, compassion and empathy by leading, living and loving from the heart. We see a world

where every interaction is filled with kindness, where compassion is a core value, and where empathy creates understanding.

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