

# SPREAD THE WORD TO END THE WORD™ www.r-word.org



## Overview and Resources

Across the United States and around the globe, young people on college campuses, in high school cafeterias and workaday offices have joined a movement of mutual respect and human dignity called [Spread the Word to End the Word](http://www.r-word.org). The goal: get people to stop and think about their hurtful and disparaging use of the word “retard” and pledge to stop using it and the other goal of reaching 100,000 pledges on the [www.r-word.org](http://www.r-word.org) site this year.

What is also different this year is that we are partnering with Best Buddies international to raise the consciousness of society about the dehumanizing and hurtful effects of the word “retard(ed)” and encourage people to pledge to stop using the R-word. As you may know, we have also targeted 03.03.10 as the start of our campaign this year, although many schools and local programs have already begun their own awareness campaigns. It is an exciting time!

To access the latest resources, please visit the following sites.

<http://www.r-wordstore.com/> - new merchandising site (Buy t-shirts, poster, pins, stickers, bracelets, etc.)

<http://www.r-word.org/> - Pledge and event registration site

<http://www.specialolympics.org/spread-the-word-to-end-the-word.aspx> - Overview of the campaign

[http://www.specialolympics.org/spread-the-word-to-end-the-word\\_resources.aspx](http://www.specialolympics.org/spread-the-word-to-end-the-word_resources.aspx) - Downloadable resources from press materials, posters and logos

Together, we can end the use of his hurtful word!

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## Spread the Word to End the Word Social Media Activation

### ACTIVATION IDEAS

**Spread the Word to End the Word™** is a grass-roots movement bringing together individuals voices from around the country to put an end to the use of the r-word. In order to raise awareness we are staging online rallies by doing the following:

1. **February 18<sup>th</sup>:**
  - a. **What:** On this day we will be promoting the campaign by changing our Facebook/Twitter photos to the Spread the Word to End the Word campaign logo, we will leave the logo up until March 3<sup>rd</sup>.
  - b. **How can I get involved:** Change your Facebook/Twitter photo to the Spread the Word to End the Word campaign logo. You can do this by going to the *Spread the Word to End the Word* Facebook group, saving the logo to your computer and then changing your profile picture. Once you have changed your photo you should change your status to, "I have taken the pledge to end the R-Word, you should too. [www.r-word.org](http://www.r-word.org)."
2. **February 19<sup>th</sup>:**
  - a. **What:** On this day we will be demonstrating the use of the r-word in media by highlighting a montage of it's negative use.
  - b. **How can I get involved:** Post in your Facebook status: "It is used too often and it needs to stop."  
<http://www.youtube.com/user/EndtheRword#p/a/u/2/LrhPw19Eh2o> "
3. **February 22<sup>nd</sup>:**
  - a. **What:** On this day we will be challenging everyone to get 20 of our friends, family, neighbors, and anyone else who will listen to take the pledge.
  - b. **How can I get involved:** To accept the challenge post in your Facebook status:, "I have accepted the challenge to get 20 friends to take the pledge to End the Word. You should take it too. Pledge at [www.r-word.org](http://www.r-word.org)."
4. **February 24<sup>th</sup>:**

- a. **What:** On this day we will be promoting the, “I am” video, which features local Special Olympic athletes and Best Buddies in a video about the use of the R-Word.
  - b. **How can I get involved:** In your Facebook/Twitter status post: “I am...” with a link to the End the Word Youtube website.
5. **February 26<sup>th</sup>:**
- a. **What:** On this day we will be promoting a video montage of celebrities taking the pledge.
  - b. **How can I get involved:** Post in your Facebook status: “They pledged, have you?” With a link to the Youtube website.