

Spread the Word to End the Word® Action Kit

EVENT AND ACTIVATION IDEAS

Spread the Word to End the Word® relies on grass-roots activities to create the majority of the campaign's impact. Here are ideas on how you can participate locally in **Spread the Word to End the Word**.

1. Hold a local pledge event at school or in your community. Set up a laptop or tablet to encourage people to sign the www.r-word.org pledge page on the spot and/or create a banner for people to sign on the spot. Invite local Special Olympics athletes or International Global Messengers to speak at an assembly.
2. Work with local sports teams to participate in a halftime event to promote **Spread the Word to End the Word**.
3. Spread the Word to End the Word samples are on the resources page of our website (<http://www.r-word.org/r-word-resources.aspx>):
 - Use sample leaflets and talking points
 - Hang posters
 - Create and hand out stickers
 - Send e-mails
 - Text /call your family and friends
 - Create your own **Spread the Word to End the Word Youth Rally**
 - Use your social networks on Facebook, Twitter, Instagram, YouTube and LinkedIn
 - Join Spread the Word to End the Word's social networking pages (see Social Media Activation resource for more info)
 - Send an Evite to friends to take the pledge and spread the word online
4. Print and distribute leaflets throughout your community.
5. Notify the press. Call local radio shows and write letters to the editor of your local newspaper using the samples provided in this kit.
6. Post a comment to an online social message board sharing your thoughts about the R-word and its abuse in our society.
7. Create a video speaking out against the use of the R-word, post it online and share it on our Facebook page so we can add it to the growing list of videos at www.r-word.org. Share the link with your friends and family.
8. Post your event's time and location in the community events section of your hometown newspaper or in your school newspaper or Web site. Don't forget to register your event on our website - <http://www.specialolympics.org/RegionsPages/RegisterEvent.aspx>
9. Share a story about your experience with the R-word campaign, why others should pledge, or how people can get involved through the Spread the Word to End the Word blog, "Our Words." Visit www.medium.com/specialolympics to read other stories and contribute.
10. Contact your local Special Olympics or Best Buddies office to learn how to get involved in **Spread the Word to End the Word** events in your community.



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SOCIAL MEDIA ACTIVATION

Social media has proven to be a very effective way to raise awareness for **Spread the Word to End the Word™**. Social media allow people to engage in conversations that help change attitudes and drive people to pledge at www.r-word.org. Here are some of the more robust social media channels that you can join discussions, subscribe to videos or follow conversations online.

1. Facebook

- a. The official Spread the Word to End the Word Fan Page is:
www.facebook.com/EndtheWord
- b. You can use your own status update area in your profile to help raise awareness for **Spread the Word to End the Word**
 - i. Post links to videos about the R-word from the R-word website, End the Word YouTube channel or Facebook Fan Page.
 - ii. Post a message encouraging your friends to take the R-word pledge:
 1. "I pledge #respect through my words and actions. Will you? Pledge now at www.r-word.org to create communities of inclusion for people with intellectual disabilities and #endtheword
 2. "I just pledged to make the world a more accepting and inclusive place for people with intellectual and developmental disabilities. I hope you will pledge too! #endtheword <http://www.r-word.org>"
 3. "Join our movement! Pledge to end the R-word! #endtheword <http://www.r-word.org>"
 4. "Language affects attitudes. Attitudes impact actions. Join me and make your pledge to choose respectful people first language at www.R-word.org and help to #endtheword"

2. Twitter

- a. The official Twitter handle you should follow for **Spread the Word to End the Word** is @EndtheWord – <http://twitter.com/EndtheWord>
- b. The main hashtag to use when tweeting about the campaign is #endtheword. Other supplemental hashtags that can be used include #Respect and #Rword.
- c. Use <http://search.twitter.com> and put in 'retard' to see tweets of people using the R-word. Then tweet @ them and ask them to please stop and take the pledge.
- d. A few sample tweets to help you Spread the Word:
 - i. I pledge #Respect through my words & actions. Will you? Pledge now to create communities of inclusion for people with disabilities <http://r-word.org>
 - ii. Language affects attitude. Attitudes impact action. Make your pledge to choose respectful people first language #endtheword <http://r-word.org>
 - iii. Watch this powerful PSA on the power of words! #Rword #endtheword <http://j.mp/tDN6uy>
 - iv. "I took a pledge for #Respect and to #endtheword, and you can too! Just go to r-word.org help end the #Rword"
 - v. Be a Fan of Respect. Help eliminate the demeaning use of the R-word from everyday speech #Respect #endtheword <http://r-word.org/>
 - vi. "I pledged! Eliminate this hurtful word and pledge. Pledge #Respect now and #endtheword! <http://r-word.org>
 - vii. ACT NOW—pledge your support to eliminate the demeaning use of the #Rword and #endtheword <http://r-word.org/>
 - viii. The Power of Words - his courage to say what he believed was inspired by his love of his sister #Rword <http://bit.ly/11laoQ>
 - ix. Have you pledged to help end the use of the #Rword? [http:// r-word.org/](http://r-word.org/)



- e. When you see positive tweets in support of Special Olympics, Best Buddies or the R-word, retweet them and thank the originating handle and follow them!
- f. Tweet at your favorite celebrities and ask them to support Spread the Word!

3. YouTube

- a. The official Spread the Word to End the Word YouTube channel is:
<http://www.youtube.com/EndtheRword>
- b. Share or reference the information as provided by Special Olympics in the YouTube Safety Center on inclusive language and mutual respect
<http://help.youtube.com/support/youtube/bin/answer.py?answer=143803>
- c. Link or embed the videos on our End The Word channel to your blogs, Facebook profiles, Tweets, or any other way you engage online – the more people that see our messages, the better!

4. Blogosphere and other tips

- a. There are conversations taking place every day about language, people with special needs, sports, friendship, or any topic you can think of. Find a subject that interests you and engage in those online communities and conversations and help spread the word about this campaign in those communities. Keep the interactions respectful and forward moving, always encouraging people to join us and learn more.
- b. Whenever you see media items posted on any site like YouTube, Facebook, Twitter, etc it is likely there will be negative comments toward our efforts. Use those comments as an opportunity to engage the person in conversation instead of just reacting negatively. Offer thoughtful counterpoints to their arguments! An example might be:
 - i. Commenter: "Stop limiting my freedom of speech!" A common thing we hear, but easily countered with something like, "This campaign isn't about limiting speech, but bringing attention to the hurtful impacts of the R-word. We want to educate others on the consequences of the speech and bring attention to the topic."
- c. Do not let negativity from immature people online get you down. You already know why you are passionate about this campaign. Prepare a few lines of text expressing your feelings and why this matters to you. Have it ready to engage in positive conversation. We cannot effect change without confronting the attitudes we hope to change. Arm yourself with your honest feelings and words and a well thought out statement of compassion. Most people will respond to this positively. Those who don't, brush it off, its' likely they've heard your message and it sticks with them, maybe they pledge next year or the year after!
- d. Find more tips! <http://r-word.org/r-word-take-action.aspx>