

Spread the Word Inclusion Fact Sheet



WHAT

- » For the past 10 years, Spread the Word to End the Word has started the conversation on **respect**.
- » Spread the Word Inclusion is continuing our success through an ongoing effort by Special Olympics, Best Buddies and our supporters to inspire **respect** and **acceptance** by advocating for inclusive words and actions so that we can end discrimination of individuals with intellectual disabilities.
- » The campaign, created and reimagined by youth, is intended to engage schools, organizations and communities to rally and pledge their support for the **inclusion** and **acceptance** of people with intellectual and developmental disabilities.

WHEN

- » The annual day of awareness is held the first **Wednesday of March**.
- » While most activities are centered on or near that annual day in March, people everywhere can help spread the word throughout their communities and schools **year-round** through pledge drives, youth rallies and online activation.

WHO

- Spread the Word to End the Word was founded in 2009 by college students Soeren Palumbo (Notre Dame 2011) and Tim Shriver (Yale 2011)
- The campaign continues to be led by passionate young people, along with Special Olympics athletes and Best Buddies participants across the United States and around the world

WHY

- Respectful and inclusive words and actions are essential to the movement for the dignity and humanity of people with intellectual disabilities.
- However, much of society does not recognize the hurtful, dehumanizing and exclusive effects of the exclusion of individuals with intellectual disabilities.
- *Language affects attitudes. Attitudes impact actions.* **Make your pledge** for inclusion today at <https://www.spreadtheword.global/pledge>

HOW

- Visit <https://www.spreadtheword.global/> to learn how you can **Spread the Word Inclusion.**

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