



#### WHAT

**Spread the Word to End the Word™** is an ongoing effort to raise the consciousness of society about the dehumanizing and hurtful effects of the R-word and encourage people to pledge to stop using the R-word.

The campaign, created by youth, is intended to engage schools organizations and communities to rally and pledge their support and to promote the inclusion and acceptance of people with intellectual and developmental disabilities.

#### WHY

Respectful and inclusive language is 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 R-word.

Language affects attitudes. Attitudes impact actions. Make your pledge to choose respectful people first language today at [www.EndtheRWord.com](http://www.EndtheRWord.com)

#### HOW

Visit [www.EndtheRWord.com](http://www.EndtheRWord.com) to learn how you can **Spread the Word to End the Word**.

*For more information please contact Heather Jones [heatherj@sonc.org](mailto:heatherj@sonc.org) 925-844-8801 ext 232*



#### WHAT

**Spread the Word to End the Word™** is an ongoing effort to raise the consciousness of society about the dehumanizing and hurtful effects of the R-word and encourage people to pledge to stop using the R-word.

The campaign, created by youth, is intended to engage schools organizations and communities to rally and pledge their support and to promote the inclusion and acceptance of people with intellectual and developmental disabilities.

#### WHY

Respectful and inclusive language is 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 R-word.

Language affects attitudes. Attitudes impact actions. Make your pledge to choose respectful people first language today at [www.EndtheRWord.com](http://www.EndtheRWord.com)

#### HOW

Visit [www.EndtheRWord.com](http://www.EndtheRWord.com) to learn how you can **Spread the Word to End the Word**.

*For more information please contact Heather Jones [heatherj@sonc.org](mailto:heatherj@sonc.org) 925-844-8801 ext 232*