

VISION

A world in which people with intellectual disabilities are leaders in engendering and sustaining acceptance and respect within schools and communities through Special Olympics' inclusive sports, fitness and youth activation programming.

THE PROBLEM

The Issue

Many young people today, especially those with intellectual disabilities, face **discrimination, bullying** and isolation contributing to **unwelcoming** and **intolerant** schools and communities for all.



Our Role

We equip young people and adult influencers, including educators, with effective tools and training to create sports, classroom and community actions that produce friendships and acceptance, driving positive attitude and behavioral change.



Successes

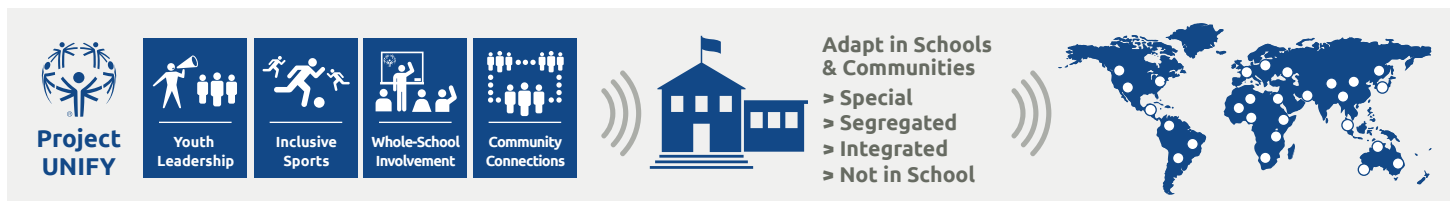
- ✓ Dynamic activation tools that combine inclusive sports, youth leadership, whole school involvement and community connection.
- ✓ Proven impact in creating positive attitudes & inclusive behavior.
- ✓ Significant U.S. implementation of Project UNIFY (2,100 schools in 42 states).
- ✓ Hundreds of thousands of youth making commitments to end the use of the word retard.

Limitations

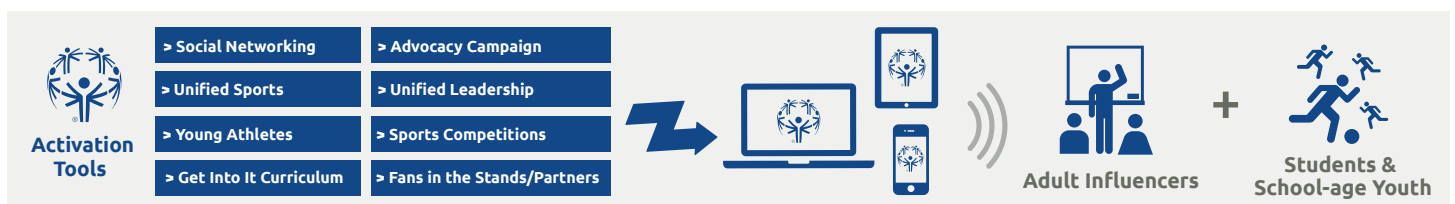
- ! Schools have limited resources and competing priorities.
- ! Limited activation outside the United States.
- ! In most countries, children with intellectual disabilities either have limited schooling or are not in school at all.
- ! Need to innovate and adapt approach to meet wide variety of education systems and local cultures.
- ! Need to move from episodic and narrowly focused approach to outcomes based approach.

THE SOLUTION

- 1 **Expand Project Unify in the 170 countries where Special Olympics operates to effect large scale attitude and behavioral change.** Configure and adapt the successful U.S. model in order to take youth activation and education to scale in different cultures, countries and settings.



- 2 **Deliver continuously updated youth activation and education training, information and materials directly to end users in a real-time, customizable, engaging manner in order to catalyze action by the broadest audience possible.** Unleash and apply the power of digital technology and social media to deliver relevant, fresh and adaptable program content and messaging to students, teachers, administrators and people.



- 3 **Quantify and leverage the positive impact of youth activation and education at the individual, school, community and societal levels to expand its reach and effect systemic, sustainable change.** Utilize research to measure the positive attitudinal and behavioral impact on people with and without intellectual disabilities. Use that data to engage partners, influence education systems and impact policy/laws.

