

STUDENT TOOLKIT



GOING ALL IN

**SPREAD
THE WORD
INCLUSION**



Individuals with intellectual disabilities (ID), a group made up of over 200 million people, representing every country, belief system, sexual orientation, gender expression, race, and ethnicity, continue to be excluded and isolated from their peers in schools, workplaces, and communities around the world. By taking the Pledge to Include and by acting for meaningful inclusion, you can combat the hurtful and dehumanizing effects of exclusion.

This toolkit is for students who would like to activate on inclusion in their schools. Below you will find event ideas, social media guidance, and more so that you and your friends can engage every day of the year on inclusion. To learn more about how to write and talk about Spread the Word >> Inclusion, view our Core Messaging Toolkit or explore our website at www.spreadtheword.global.

GOING ALL IN

Going All In(clusive) is a rallying cry that doubles down on the belief that everyone is the goal of our efforts. This means speaking up against the wrong and demeaning use of the R-word in conversations. It is part of an education effort that showcases that language informs attitudes and attitudes impact actions.

We are calling on our youth, our Special Olympics athletes and ambassadors to share their stories of courage, dedication, and engagement for inclusion. They are encouraged to share when the last time was that they went all in(clusive) – totally committed to something, stood up for something they believed in.

GATHERING A TEAM

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Who can help
make your
community
more inclusive?



- If your school doesn't have one yet, start a **Special Olympics** or **Best Buddies club**.
- Reach out to your Special Olympics or Best Buddies advisor, a teacher, or school administrator and ask them to support you in promoting inclusion.
- Gather a group of students from sports teams, student government, service organizations, or other clubs focused on diversity, equity, and inclusion.
- Build a team of people dedicated to planning and carrying out ideas for inclusion at your school. Plan events and work to change social norms that exclude.
- Discuss what inclusion means and looks like with **Inclusion Tiles** from **Special Olympics Unified Champion Schools®**. As you create your inclusion journey, think about the ways your journey may be different from a friend's or a classmate's.

HOST AN EVENT

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Bring your school
community
together to
promote
inclusion!



- Work with your team and clubs at your school to host an assembly or pep rally for inclusion, or plan an inclusion week. You can host an event on Zoom, create a video, or use social media when in-person gatherings aren't possible. View [**this guide from Special Olympics Unified Champion Schools**](#) for more ideas for virtual events.
- [**Unified Sports**](#) and [**Best Buddies Clubs**](#) are a great place to start but consider bringing other clubs in that focus on inclusive practices such as racial justice, LGBTQ+ rights, culture, mental health, and more.
- Promote your event using posters, flyers, and social media posts. Ask school administrators to help get the word out. [**Find Templates Here.**](#)
- Share why it is important to Pledge to Include. Have students and community members sign the banner or take the pledge online at [**www.spreadtheword.global/pledge.**](http://www.spreadtheword.global/pledge)

**TAKE AN
ACTION
EVERYDAY.**

Look out for
those who may be
excluded or
left out.



- Invite them to join you for lunch.
- Try to get to know them.
- Welcome them. **Be a friend. Be a teammate.**
- Be a leader. Teach others why inclusion matters.

Social Media is a powerful way to raise awareness for Spread the Word. It allows people to engage in conversations that help change attitudes and drive people to pledge to take their own action for inclusion at www.spreadtheword.global. Here are some ideas for using social media channels.



FACEBOOK

- Like and follow the [Spread the Word >> Inclusion Page](#)
- Re-share articles, videos, and events and your own narrative on inclusion. Contribute to positive discussions in the comments.
- Post on your own page inviting friends to take the **#pledgetoinclude** and **#GoingAllIn**.
- Share your own story of inclusion with photos from Special Olympics of Best Buddies events.



TWITTER

- Follow [@PledgeToInclude](#), [@SpecialOlympics](#) and [@BestBuddies](#)
- Retweet posts to your own page. Include your own words.
- Use **#PledgeToInclude** and **#GoingAllIn** when talking about the Spread the Word Campaign or how you are working to make you community more inclusive.
- Tag friends and community leaders and challenge them to take the Pledge.



INSTAGRAM

- Follow [@PledgeToInclude](#).
- Join discussions in the comments or share posts to your own page or story.
- Post photos or videos from school, Best Buddies, or Special Olympics events and talk about why inclusion is important to you.
- Be sure to tag our account and use **#PledgeToInclude** and **#GoingAllIn**.



BLOGS, TIKTOK, AND MORE

- These channels can be powerful storytelling tools. There are conversations taking place every day about inclusion, people with intellectual disabilities, sports, or friendship.
- Find a topic you care about and share your perspective. Engage online communities and spread the word about inclusion.
- Keep interactions respectful and moving forward by always encouraging people to join in taking the pledge to include.



USE OUR SOCIAL MEDIA TEMPLATES
TO HELP SHARE YOUR STORY.

GOING ALL IN
SPREAD THE WORD INCLUSION

3 Ways to Go All In(clusive)

- 01
- 02
- 03

SCREENSHOT, FILL IN YOUR ANSWERS,
AND SHARE TO YOUR STORY

Five Things I can do to Go All In(clusive)

- 1.
- 2.
- 3.
- 4.
- 5.

GOING ALL IN
SPREAD THE WORD INCLUSION

INCLUSION BINGO

draw or use emojis to show what you have already done, then add to it throughout the year!

Take the pledge online	Suggest a way for your school to be more inclusive	Attend a Special Olympics Event	Host an inclusion event	Create and share a video about inclusion
Invite a local media personality to take the pledge	Attend a Best Buddies Event	Join a Unified Sports Team	Call a friend that you haven't talked to recently	Tell 5 people why inclusion matters
Give someone a compliment	Invite other clubs or groups to your events	Invite someone to join you for lunch	Wear your Spread the Word T-Shirt	Invite a celebrity on social media to take the pledge
Say "Hi" to 10 people	Invite a local politician to take the pledge	Thank someone who made you feel included	Invite 5 friends to take the pledge	Go for a walk with someone
Tell someone how they impact your life	Sign a Spread the Word banner	Host an inclusion week	Be active during awareness weeks + months	Post on social media showing how you spread inclusion

SPREAD THE WORD INCLUSION

Special Olympics

SAMPLE TEXT FOR ANY PLATFORM

Everyone needs to be heard. Everyone needs to feel included. Everyone needs to be included. Join me in building truly inclusive schools, workplaces, and communities, where we can learn and grow together. Visit <https://www.spreadtheword.global/> to go all in.

This year's theme for Spread the Word >> Inclusion is #GoingAllIn. When was the last time you went all in for something you believe in? Share your story using #GoingAllIn and tag @PledgeToInclude.

When was the last time you totally committed to something? Bring that level of courage and commitment to our movement for a more inclusive world! Learn more at <https://www.spreadtheword.global/>



ONLINE SAFETY AND WELL-BEING

TIPS FOR RESPONDING TO HURTFUL COMMENTS ONLINE:

- It is important to keep yourself safe. If you feel like you need to, hide negative accounts from your feed.
- If you see bullying or negative comments online, respond with positivity and information. Lead with compassion and kindness. Arm yourself with your honest feelings. Try to foster understanding.
- Use those comments as an opportunity to engage the person in conversation. Prepare a few lines of text expressing why inclusive words and actions matter to you. Have it ready to engage in positive conversation. We cannot effect change without confronting the attitudes we hope to change.
- Most people will respond to this positively. Those who don't, brush it off! It's likely they've heard your message and it sticks with them – maybe they will pledge to include next year! You know why you care about inclusion, so keep going.

STAYING SAFE AND INCLUSIVE ONLINE INTERNET SAFETY AND WELL-BEING IN A TIME OF VIRTUAL CONNECTION

- Keep your accounts private.
- Mute, unfollow, or block accounts that make you feel uncomfortable.
- When responding to hurtful behavior, lead with **compassion** & thoughtful counterpoints.
- Invite others to take the **#pledgetoinclude**
- Follow accounts that **inspire** you or bring positivity to your feed.
- For more resources, go to spreadtheword.global



RESOURCES FOR ONLINE SAFETY AND WELL-BEING

- The Trevor Project's [guide for protecting your own space and well-being on IG.](#)
- <https://www.stopbullying.gov/>



ADDITIONAL RESOURCES

- [Special Olympics Unified Champion Schools: Build Back Inclusive Guide](#)
- [Special Olympics Unified Champion Schools: Back to School Resources](#)
- [Best Buddies Chapters: Inclusion Resources](#)
- [Best Buddies: Virtual Program Resources](#)
- [Spread the Word >> Inclusion Fact Sheet](#)
- [Advocacy and Inclusion Opportunities from Best Buddies International](#)
- Intellectual Disabilities and Language and Terminology Fact Sheet: [A one-page reference about intellectual disabilities](#) and the language to use when talking about people with intellectual disabilities
- Special Olympics: Coronavirus Outbreak - [What You Need To Know](#)



STUDENT TOOLKIT VIDEO GUIDE

Will and Alex, the organizers of an event at Yorktown High School, shared their tips and tricks for getting the most out of the resources in this toolkit!