**Spread the Word to End the Word**

**Action Kit**

**VIDEO MESSAGING FOR AMBASSADORS**

* I’m \_\_\_\_\_\_\_\_\_\_ and I’m asking you to join me to help Spread the Word to End the Word. Language affects attitudes. Attitudes impact actions. So make your pledge now to use respectful people first language and pledge respect at [www.R-word.org](http://www.R-word.org).

* I’m \_\_\_\_\_\_\_\_\_\_ and it’s time we **Spread the Word to End the Word™** and build awareness for society to stop and think about their use of the R-word. Most people don’t think of this word as hate speech, to millions of people with intellectual disabilities, their families and friends, that’s what it feels like. The R-word is just as cruel and offensive as any other slur. Visit [www.R-word.org](http://www.r-word.org) to make your pledge today.
* I’m, \_\_\_\_\_\_\_\_\_\_\_\_ and I want you to join me in taking a stand to raise awareness of the hurtful effects of the R-word. The language we choose affects everyone around us. Help build communities of inclusion by pledging to end the use of the R-word, and then **Spread the Word to End the Word** to your friends. Go to [www.R-word.org](http://www.r-word.org) and pledge now.
* I’m \_\_\_\_\_\_\_\_\_\_\_\_ and I’ve pledged to stop using the R-word and pledge respect for everyone. Have you? Visit [www.R-word.org](http://www.r-word.org) and make your pledge now!
* I’m \_\_\_\_\_\_\_\_\_\_\_\_ and as a fan of respect I’m pledging to not use the word ‘retard’ because I recognize that my choice of language impacts everyone around me. Join me and 700,000 others by making your pledge to stop using the R-word at [www.R-word.org](http://www.r-word.org)
* I’m \_\_\_\_\_\_\_\_\_\_\_\_\_ and I’m pledging to help raise awareness about the hurtful effects of the R-word. Our choice of language affects the attitudes of those around us and shapes how we perceive our fellow human beings. Join me in choosing to use respectful people first language by making your pledge at [www.R-word.org](http://www.R-word.org) today.

* I’m \_\_\_\_\_\_\_\_\_\_\_\_ and I want to let you know that you can call people with intellectual disabilities a lot of things – a sister, a brother, a friend, a champion, a leader, an athlete, a runner, a singer, an artist, a colleague……a human being. There are a lot of words to describe people with intellectual disabilities, but the R-word isn’t one of them. Join me at [www.R-word.org](http://www.R-word.org) and take the pledge today.