



Spread the Word to End the Word® Action Kit

VIDEO MESSAGING FOR AMBASSADORS

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- I'm _____ and I'm asking you to join me to help End the R-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.
- I'm _____ and I'm letting you know 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, but that's exactly what it feels like to millions of people with intellectual disabilities, their families and friends. The R-word is just as cruel and offensive as any other slur. Visit 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 dehumanizing and hurtful effects of the R-word. The language we choose affects everyone around us. Help me build communities of inclusion by pledging to end your use of the R-word, and then **Spread the Word to End the Word** to your friends. Go to 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 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 by making your pledge to stop using the R-word at www.R-word.org
- I'm _____ and as a mom I know the pain of comforting a child that's been teased, made fun of, or bullied. That's why 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 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's 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 and take the pledge today.