



On the first Wednesday in March, [Special Olympics British Columbia](#) joins champions of inclusion around the world in celebrating the annual **Spread the Word>>Inclusion** awareness day.

What

In 2019, the Spread the Word to End the Word campaign became Spread the Word>>Inclusion. Previously focused on ending the hurtful use of the R-word, and having attracted more than 700,000 pledges online and thousands more around the globe, the campaign now looks to grow with ongoing encouragement of inclusive words and actions to end the discrimination against individuals with intellectual disabilities.

The campaign engages schools, organizations, communities, and champions to pledge their support of inclusion at www.spreadtheword.global and to promote inclusion, acceptance, and respect of individuals with intellectual disabilities through a variety of events and actions every day, everywhere.

When

The official annual day of awareness is held the first Wednesday of every March. Many activities are centered on or near that annual day. In addition, people everywhere help spread the word throughout their communities and schools year-round through pledge drives, youth rallies, and online activation.

Why

- **Our belief** is that the world would be better if all people were valued, respected, embraced, included. Included in the games we play and the friends we make. Included in our schools, our workplaces, and our communities.
- **Our observation** is that despite the best efforts of many, groups around the world remain left out, excluded, and isolated. One of these groups is people with intellectual and developmental disabilities, a group made of more than 200 million people, representing every country, belief system, sexual orientation, gender expression, race, and ethnicity. Globally, people with intellectual and developmental disabilities continue to be excluded and isolated from their non-disabled peers in schools, workplaces, and communities.
- **Our goal** is to disrupt this cycle of isolation and exclusion with grassroots action for inclusion in schools, workplaces, and communities around the world.

Special Olympics BC – Langley athlete Christian Burton: “The words we use can be very powerful and hurtful and cause a person to feel very badly about themselves. The R-word is one of the words that is very hurtful toward others. Even if it is not intended to hurt and is only used as slang or to make fun of a friend, it still hurts anyone who has an intellectual difference who may be listening. Using the word is never acceptable and we need to educate people to stop. Just Stop! We always want to be kind with our words as well as our actions.”

How you can help

- Share your support on social media to create conversations that help change attitudes and drive people to pledge, share, learn, and lead for inclusion: www.spreadtheword.global
Sample posts about the campaign and Special Olympics BC:
 - I pledge #inclusion with my words and actions. Will you? Pledge now at www.spreadtheword.global to create respect for people with intellectual disabilities.



- I support Special Olympics and spread the word for inclusion! Join us in making the world a more accepting and inclusive place for people with intellectual and developmental disabilities. www.spreadtheword.global
 - Language affects attitudes. Attitudes impact actions. Join me and make your pledge to choose respectful, people-first language at www.spreadtheword.global
 - Join me and Special Olympics in pledging #inclusion and ending discrimination against people with intellectual disabilities! Make your pledge at www.spreadtheword.global
 - Join me and the Special Olympics movement for inclusion, inspiration, and dignity! Pledge inclusion at www.spreadtheword.global
 - I'm proud to support Special Olympics BC changing lives and attitudes through sport! Learn how to get involved in their empowering year-round programs and be inspired by the abilities of athletes with intellectual disabilities: www.specialolympics.bc.ca
- Share content from **@PledgeToInclude** on Facebook, Twitter, Instagram, and YouTube
 - Tag Special Olympics BC's account in posts so we can share and appreciate your support:
Facebook / Instagram / YouTube @specialolympicsbc
Twitter @sobcsociety
#PledgeToIncludeSOBC
 - Share [SOBC's social media graphics](#)
 - Examples of powerful stories to share:
 - Athletic medals and personal bests matter to Special Olympics BC athletes, but they also fight for the right to be treated fairly and with respect – [video](#)
 - The TEDxVancouver talk by SOBC – Langley athlete Matthew Williams is an inspiring call for respect and inclusion for individuals with intellectual disabilities – [watch him here](#)
 - Find more info on Spread the Word advocacy in B.C. [here](#)

Thank you for being a champion of inclusion!

Contact

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