

Be a Fan of Inclusion and Ban The R-Word!

How Did the Campaign to Ban the R-Word Begin?

Sometimes people don't think about the impact their words have on other people, but words do hurt. Using the R-word to describe people with intellectual disabilities, **or even using the R-word in ANY manner, is hurtful and disrespectful.**

In 2004, Special Olympics changed its terminology from mental retardation to intellectual disabilities in response to a call from our athletes who deeply felt the negative connotations associated with the R-word and the term - retardation. Also, updating our terminology put Special Olympics more in line with the international community that has used terms other than mental retardation for years.

As a global organization, Special Olympics recognizes intellectual disabilities as the most widely accepted and least objectionable term that is synonymous with mental retardation, and wants other organizations and people to do the same.

Words Matter!



Add your name to the growing list of people who have already made the pledge online at www.r-word.org

You Can Make a Difference in the R-Word Campaign

The R-word campaign is dedicated to changing the negative ways that society labels people with intellectual disabilities. Our organization and our partners provide the vehicle for making this change a reality, but we need your support. Join us in our efforts to create a world of dignity and acceptance for all humanity.

Spread the Word

Sign the pledge and ask your family and friends to do the same.

Make a Donation

Your generosity enables people with intellectual disabilities around the world to experience the power of sports every day. Donate and help us give this power to one more person.

Start your own Campaign

Start the R-word campaign in your school, workplace or community. Post information, text everyone on your phone list, or host a meeting and invite us to speak. Your influence and ideas can help engage more people. Regardless of how you contribute to the R-word campaign, your generosity will give our athletes a voice that will echo loud and clear across the state. If your interested in getting involved visit

www.laso.org or www.r-word.org

10 Ways to Tell People It's Not Cool to Use The R-Word:

1. It's not cool and it's not a joke. The R-word is not an adjective; don't use it to describe anything or anyone.
2. Some words should never be used to describe a person. The R-word is one of them.
3. Clean up your vocabulary. Wipe out the R-word.
4. Words hurt, so watch the ones you choose to use. Remove the R-word from your vocabulary.
5. Change a word and change the world. Eliminate the R-word.
6. Ban the R-word and join in the campaign to change minds and change attitudes.
7. Medal in respect. No R-word.
8. Be a fan of acceptance and inclusion. Ban the R-word.
9. Save labels for your closet. Don't label anyone with the R-word; it's never okay to say.
10. Erase the R-word. You can help rewrite how society thinks and speaks.



Special Olympics *Louisiana*

The mission of Special Olympics Louisiana is to provide year-round sports training and athletic competition in a variety of Olympic type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendships with their families, other Special Olympics athletes and the community.

Special Olympics Louisiana

1000 East Morris Avenue
Hammond, LA 70403
(985) 345-6644

Toll free: 1-800-345-6644

Fax: (985) 345-6649

www.laso.org



**BE A FAN
OF DIGNITY.
ERASE THE
R-WORD!**



Special Olympics
Louisiana