



Respect Campaign Fact Sheet

WHAT

The **Respect Campaign** is an ongoing effort by Special Olympics Oregon to inspire respect and acceptance by raising the consciousness of society about the word “retard(ed)” and other derogatory language as a starting point toward creating more accepting attitudes and communities for all people.

Change is about more than words. Take the pledge to not use hurtful language and to promote dignity and respect for everyone.

“I choose to be an inclusive leader, promote equality and practice tolerance through my words and actions. It’s about RESPECT!”

WHEN

The annual day of awareness is held the first Wednesday of every March, which is also disability awareness month. While most activities are centered on or near the annual day in March, you can choose to hold your Respect Campaign any time!

WHY

Respectful and inclusive language is essential to the movement for the dignity and humanity of people with intellectual disabilities. However, much of society does not recognize the hurtful, dehumanizing and exclusive effects of the R-Word.

CHANGE IS ABOUT MORE THAN
WORDS

HOW

Special Olympics Oregon can provide your school with a Respect Toolkit (pledge banner, stickers + resources) to help organize your campaign!

CAMPAIGN IDEAS

Assembly

- Invite a Special Olympics athlete or a student to speak
- Show a video [search “r-word” on YouTube]
- Discuss the importance of respectful language and ask everyone to sign the Respect pledge
- Introduce your school’s Special Olympics Unified Sports program or team(s)

Pledge Booth/Table

- Set out a banner for people to sign/pledge and hand out stickers during lunch, at a sporting event or in the community
- Provide handouts about the history of the R-Word

Respect or Unity Week

Organize daily school-wide activities that promote acceptance and kindness. Connect with your school’s Leadership class for support!

Develop Your Own Unique Campaign

Respect starts with you! Take the lead and spread respect and inclusion in your school and community with events, social media and more!

SOCIAL MEDIA

Don’t forget to share your activities and events!



@SOORstate

#RESPECT

CONTACT

For information or assistance planning your event:

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Thank you to our Respect Campaign Sponsors:

