

WHAT YOU CAN DO

- ✓ Stop and Think
- ✓ Stop saying the word “retard” and “retarded.”
- ✓ Ask others not to use the word “retard” and “retarded.”
- ✓ Promote tolerance
- ✓ Become a part of a community to promote inclusion

If you would like a presentation on the R-Word Campaign, contact us.

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THE R-WORD CAMPAIGN



The kindest word in all the world is the unkind word, unsaid.
-Anonymous

The R-Word



The R-Word is hate speech. It reinforces negative attitudes about people with intellectual disabilities. The word “retard” is used to describe someone or something you think is bad or stupid. Prejudice toward people with intellectual disabilities is bad and wrong! It hurts people with disabilities and those who love them.

The R-Word Campaign



The R-Word campaign is a movement to stop the word “retard” for being used in everyday language and in the media.

The Language of Bullying



Bullying is a hate crime. Calling people with intellectual disabilities “retard” is a form of bullying. Silence isn’t always golden. Silence means agreement. If you hear bullying, say something!

The Importance of Language



Words have power.

People with intellectual disabilities and their families understand how negative language leads to harmful actions, like isolation, abuse, and violence.