

## The Spread the Word to End the Word Campaign Proposal

1. The district will recognize March as *Spread the Word to End the Word* month (Feb. Bd. Mtg.).
2. On March 3, 2010, ALL Staff members in the district & students grades 3-12 will take the "R" word pledge on [www.r-word.org](http://www.r-word.org) and receive an End the Word sticker to Spread the Word. VOICES will provide *End the R Word* stickers for all staff & students.
3. On March 3, 2010, ALL school marques will display  
"Spread the Word to End the Word"  
[www.r-word.org](http://www.r-word.org)
4. All staff members will watch the Soeren Palumbo & PSA videos at March staff meetings.
5. On March 3, 2010, students in middle schools & high schools will view the Soeren Palumbo & PSA videos in language arts class & begin writing an essay about one of the following topics:
  - *How I've been effected by the "R" word*
  - *How others have been effected by the "R" word*
  - *What positive changes would occur if this word didn't exist*An essay contest will determine three winners from each school. VOICES will provide prizes to the winners.

\*VOICES received over \$1,000.00 in anonymous donations for this cause & they will also provide prizes for the essay winners.

6. On March 3, 2010, students in grades 3-5, will

read the book *One*, view the PSA VIDEO & create a word wall of appropriate words they can use for their friends & classmates.

\*Self-contained students should be included in as many activities as possible.

7. On March 1, 2010, the book *One* will be read to students in grades K-2 and differences, kindness & friendship will be discussed.

8. Each of our Middletown schools will heighten awareness of the *Spread the Word to End the Word campaign* with school-based activities, ([www.specialolympics.org](http://www.specialolympics.org)) Student Organization activities, PEP Rallies for Special Olympics athletes, *Your Town, Your Schools* Power of One messages (beginning in March).

9. *Spread the Word to End the Word* will be promoted at all March PTA meetings.

Mary Pat Harrington

February 24, 2010

**Soeren Palumbo videos**

**(for parents, staff, middle & high school students)**

<http://www.youtube.com/watch?v=9k4Ekz3cWjQ>

<http://www.youtube.com/watch?v=b9ut2feg2GU&feature=related>

**Special Olympics short video**

**(for 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> grade students)**

<http://www.youtube.com/watch?v=oRUOL5Rm2XY>