



Spread the Word to End the Word Training

Facilitation Notes

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Objective: To provide ambassadors with the tools, training, and language to promote the Best Buddies organization and to engage supporters and participants in the campaign “Spread the Word to End the Word.”

Goal: Ambassadors will leave the training with the ability to speak to the mission and to promote the campaign “Spread the Word to End the Word.”

Materials: Handouts, PPT, projector, Internet access, pencils, paper

Time: 10:00am – 2:30pm | 30 minute lunch break

Welcome

10:00am – 10:30am

Recap training | Purpose: 15 minutes

- All ambassadors have learned to write a speech, to present and speak publically, and to advocate for something important to them. Now they will learn to advocate for Best Buddies and the STW campaign.
- The topic selected is: Best Buddies International and the STW campaign.
- This session will review the history and initiatives of the organization, the programs and goals, and ensure all ambassadors can speak to the organization’s impact and the importance of STW.
 - Even if ambassadors are not matched in a program, they can still learn about what we do as an organization and how to raise awareness about STW.

Icebreaker: 10 minutes

Two Truths and a Lie or Skittles Life Story

Two Truths and a Lie Directions:

Ask all players to arrange themselves in a circle. Instruct each player to think of three statements about themselves. Two must be true statements, and one must be false. For each person, he or she shares the three statements (in any order) to the group. The goal of the **icebreaker** game is to determine which statement is false. The group votes on which one they feel is a lie, and at the end of each round, the person reveals which one was the lie.

Skittles Life Story Directions:

Pass around the candy and tell each participant to choose anywhere from 1 to 5 pieces of anything that they want. Instruct them not to eat it yet, though. After they have chosen their candy, you will tell them what each candy type/color represents.

If there is a whiteboard or chalkboard present, write on the board the following:

- Red – Favorite hobby
- Green – Favorite place on earth
- Blue – Favorite memory
- Yellow -Dream job
- Orange – Wildcard (tell us anything about yourself!)

If you don’t have the above colors, change the above to match the candy types that you have. Each person takes turns introducing himself or herself, beginning with their name and then saying one fact for each candy type that they have. This easy **introduction game** should go relatively quickly.



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Goals and rules: 5 minutes

- Review rules established in past trainings
- Remind speech coaches and advocates to be present, respectful, and engaged
- Any additional rules to include?
 - No cell phones
 - Listen quietly
 - Take turns, do not interrupt others
 - Be respectful
 - All ideas are good ideas
 - Be encouraging of others
 - Ask question
 - Have fun!

Being a Best Buddies Ambassador

10:30am – 10:45am

Goals of a BBI Ambassador: 15 minutes

Discussion: What does it mean to be a Best Buddies Ambassador?

- Stress to the group that an ambassador is representing BB and our movement by incorporating their personal experience with BB and BB's impact on their lives.
- What can you take from past trainings to apply to today's training?
- Why is knowing about Best Buddies important to being an ambassador?

History of Best Buddies International

10:45am – 11:00am

History of Best Buddies: 15 minutes

Materials: PowerPoint

Goal: To provide ambassadors with a clear understanding of the Best Buddies movement.

- Group will review BB History PPT and discuss eight official programs, three pillars, mission and vision.

Initiative Focus: STW

11:00am-11:45pm

What is STW?: 20 minutes

Materials: PowerPoint

Goal: To provide ambassadors with a clear understanding of the purpose of the STW campaign.

Please review the below points with the group.

- Spread the Word to End the Word is an international campaign, spearheaded by Best Buddies International and Special Olympics and supported by over 200 other organizations.
- It was founded by college students Soeren Palumbo (Notre Dame 2011) and Tim Shriver (Yale 2011) in 2009.
- The first Wednesday in March (the official STW day), which falls in Best Buddies Month, gathers people committed to a more inclusive world to build awareness for our society to stop and think about its use of the R-word and rally people to pledge respect toward all individuals, making the world a more accepting



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and inclusive place for all people, especially those with intellectual and developmental disabilities (IDD). Across the nation, Best Buddies chapter leaders and volunteers are hosting engaging events which challenge their community to think inclusively, share respectful language, and to act more mindfully in the way that they speak.

- The campaign also asks people to pledge to stop saying the R-word as a starting point toward creating more accepting attitudes and communities for all people.

Why do we have the STW campaign?: 25 minutes

Materials: PowerPoint

Goals: To recognize the importance of eliminating the hurtful “r” word and providing a specific day to promote the campaign and spread awareness.

Brainstorming Activity:

- On the whiteboard or on a presentation paper discuss with the class as a group the below questions. Make a list of their response so they can refer back to the answers when they are composing their speeches with their speech coaches.
- Why is the STW campaign important? What is the goal? What can it accomplish? Why is the STW campaign important to Best Buddies?

End the brainstorming activity and segment with the below recap.

- The hope of the campaign is to eliminate the use of the ‘r-word’ by educating others about using respectful, people-first language.
- The goal is to create a more accepting and inclusive environment in each of our communities.
- 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. Language affects attitudes. Attitudes impact actions.
- The R-word is EXCLUSIVE; IGNORES INDIVIDUALITY; The R-word equates intellectual disability with being DUMB OR STUPID; The R-word spreads HURT; The R-word is OFFENSIVE; INCORRECT; DEROGATORY; HATE SPEECH; The R-word fosters LONELINESS.

Your Story and the STW Campaign

11:45am-12:15pm

What is your experience with the STW campaign? 20 minutes

Materials

- Lined paper and writing utensils

Activity

- Have ambassadors work with their speech coach to write down some memories about their experience with the STW campaign.
 - What was their role? How did they feel participating? What feedback did they receive?
- If an ambassador has never been involved with the STW campaign, have them describe their hopes for involvement. What do you think it will be like? What would you hope to share? Why do you want to be involved?

What role does an Ambassador have in the STW Campaign? 10 minutes

Why is it important to be able to tell others about yourself, your experiences, or your hopes in your



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life and with BB?

Discuss the following questions, as a group:

- What do you gain from sharing with others?
- What do others gain from hearing you share?
- What does it take to be a self-advocate and an expert on a certain subject?
- How do these two things overlap? Why are they both important?
- It's important to know your role as an empowered public speaker and being able to share a cause or a mission; learning these skills will help you to identify more speaking opportunities
- Knowing your own story is valuable; knowing how to share with others your stories is exceptional.

Lunch Break

12:15am – 12:45pm

Speech Preparation

12:45pm – 1:45pm

Speech Writing Recap: 10 minutes

- Group will review elements of a speech: intro, body, and conclusion
- Will utilize worksheets and lined paper to frame speech.
- *Worksheet: Sharing Your Story & the STW Campaign*

Writing Your Speech: 50 minutes

Materials: Worksheet and lined paper

- Speech coaches will support ambassadors to write a speech about their experience with the STW campaign, the importance of drawing attention to this important cause, how the cause and BB's mission align in addition to how it impacts them personally and how it impacts the community.

Edit & Practice

Goal: For ambassadors to feel comfortable with their message and confident in the topic they are speaking to

- Ambassadors and speech coaches will review speeches
- Make edits for consistency and clarity
- Ambassadors will practice speeches with coaches; make any changes

If time allows:

Identifying Advocacy Opportunities worksheet

- Focus of worksheet: how to identify strengths and challenge areas as an advocate; knowing your resources and supports; building connections to connect your story to the advocacy

Speech Presentations

1:45pm – 2:15pm

Wrap Up & Reminders

2:15pm – 2:30pm

- Thank everyone for learning about Best Buddies and sharing their advocacy for the mission!
- Next training:
- State Events & Reminders