



Global campaign launched to tackle the harmful language around stuttering

***'Find the Right Words' aims to change public understanding and shape a new narrative about stuttering***

**October 14, 2020 – FOR IMMEDIATE RELEASE** – A new global campaign has been launched to 'Find the Right Words' that aims to reframe the conversation around stuttering and increase acceptance of people who stutter.

Between 1-3% of adults stammer, yet the condition is commonly misunderstood, and people who stutter are often perceived as 'weaker', 'less confident', and 'less able'. While these characterizations are usually unconscious, they can profoundly affect the lives of people who stutter, from careers to social lives and mental well-being. This bias also infects the language used to describe the condition, as well as their lives and accomplishments, when after all, it's just how someone talks.

Words can be powerful. The Canadian Stuttering Association (CSA) believes it is time to change how we all talk about stuttering and to create a culture of mutual respect and understanding.

Devised by agency YMLY&R along with STAMMA (formerly the British Stammering Association) and Wikipedia, the campaign seeks to challenge our perceptions and biases of stuttering and change the way we talk about stuttering in a public context.

A video narrated by actor, podcaster, and person who stutters Scroobius Pip and a series of advertisements featuring Ed Sheeran and historical figures like Charles Darwin and Lewis Carroll have been developed to show how harmful language can impact the way we think about stuttering. The message is clear: It's how we talk.

A set of editorial guidelines has also been developed as a helpful roadmap in avoiding negative responses to people who stutter and to offer guidance as to how to find the right words.

The CSA is excited to partner with STAMMA, the National Stuttering Association in the U.S., the Australian Speak Easy Association, and the Irish Stammering Association to support the 'Find the Right Words' campaign, which culminates on International Stuttering Awareness Day on October 22.

***So don't step back when you hear someone stutter. Step forward and listen. Just don't step in with your views on how they talk.***

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## **Credits**

Agency: VMLY&R

Production Company: Scissors & Glue

## **About VMLY&R**

VMLY&R is a global brand experience agency that harnesses creativity, technology, and culture to create connected brands. The agency is made up of nearly 7,000 employees worldwide with principal offices in Kansas City, New York, London, Sao Paulo, Shanghai, Singapore and Sydney. VMLY&R works with client partners including Colgate-Palmolive, Danone, Dell, Ford, Diageo, Pfizer and Wendy's. For more information, visit <http://www.vmlyr.com>. VMLY&R is a WPP company (NYSE: WPP).

## **About the Canadian Stuttering Association**

The Canadian Stuttering Association is a national, volunteer-driven, not-for-profit organization that promotes awareness and understanding of stuttering and provides support and resources for people who stutter, their families and allies, with a view to helping persons who stutter live as effectively as possible with their stutter and to achieve their full personal and professional potential. For more information, visit <http://www.stutter.ca>.

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