

Communications Office
Wendy Planicka
Communications Coordinator
T: 513.867.5962 ext. 21
E: wkplanicka@butlerdd.org



2010 Awareness Campaign theme: Erase the R Word!

FOR IMMEDIATE RELEASE, March 1, 2010 –

Because the term “mental retardation” or “retarded” is overwhelmingly used as slang, self-advocates with developmental disabilities began an effort two years ago to drop the term from the names of the organizations serving them. They petitioned state lawmakers to develop legislation that would allow all county boards across Ohio to drop the ‘MR’ term from their name. Last year the Butler County Board of MRDD became the Butler County Board of Developmental Disabilities.

The Butler County Board of Developmental Disabilities is founded on the belief that all people, regardless of circumstances, have inherent worth and the right to be treated with dignity. The Board serves about 2,600 infants, children and adults. Supports and services are available life-long through contracts with partner agencies or directly provided by the DD agency.

Much of what the Butler County Board of DD does goes beyond the walls of its facilities and takes place in the community, where individuals are supported to live, work and learn in their community. A seven-member board oversees the agency. Five are appointed by the Butler County Commissioners and two are appointed by the county’s probate court judge. The board holds meetings monthly.

The Board has a new slogan – Supporting Possibilities. The Board’s programs support possibilities and encourage positive awareness about people with developmental disabilities. It is often attitudinal barriers that affect everyday life for people with developmental disabilities. In addressing those barriers through positive awareness efforts, fears and negative attitudes can be replaced with knowledge and understanding, and most importantly, respect.

After the name change, the Butler County Board of Developmental Disabilities began an “Erase the ‘R’ Word” campaign. The goal of the campaign is to help people realize just how hurtful the ‘R’ word is. Many people may use the ‘R’ word as slang without realizing that it has the power to hurt someone.

For more information about programs offered by the Butler County Board of Developmental Disabilities, visit www.butlerdd.org.

#