

NSA's Advertising Challenge

What is advertising?

Advertising is telling someone you stutter. It can be as simple as saying "Hi, my name's Sarah and I stutter!" or advertising can be a way to teach others about stuttering.

Why advertise?

When you advertise, you take control of your stuttering, you don't have to be nervous, waiting for someone to find out you stutter. Advertising can make you more comfortable speaking with others. It can also help to make others more aware of stuttering and just make them more comfortable talking to someone who stutters.

How can you advertise?

There's lots of different ways to advertise! When you introduce yourself, you can say "I stutter" or "I stutter so sometimes it takes me longer to speak; it'd be great if you could be patient with me." If it feels weird to just tell someone you stutter, you could mention the NSA (the summer conference, a radio show you listened to, a newsletter you read) and sneak in "Oh yeah, I stutter."



Who can you advertise to?

You can advertise to anyone! It might feel weird but sometimes it's good to advertise to people who might already know you stutter. Even though they know you stutter, they might not know how you want them to respond – should they keep eye contact, should they finish your sentences? Here are some examples of people you can advertise to: your grandparents, your friends, your teachers, your parents.

Are you ready to take the advertising challenge!?

Try advertising to five to ten people and see how they respond! With a parent's or SLP's supervision, you could try calling up a restaurant or store to ask what time they're up until and just say "I stutter so give me a minute." You could introduce yourself to a stranger and tell them you're giving a quiz about stuttering. Ask a few questions to see what they know and see how they respond when you tell them you stutter.

So you've advertised, now what!?

Some people LOVE advertising and think it's really helpful and some people think it feels a little weird. Whatever way you felt, it's good you tried advertising! It's great to keep advertising and keep teaching other people about stuttering. If you have a story of how you advertised, feel free to email it to info@westutter.org. We'd love to hear from you!