

## DLD AWARENESS DAY 22<sup>nd</sup> SEPTEMBER

### - HOW TO GET INVOLVED -

#### Timings

**Get planning and building interest:** Now to 14<sup>th</sup> September

**The countdown!** Fri 15<sup>th</sup> Sept – 21<sup>st</sup> September: Get sharing our DLD1-2-3 messages in preparation for ...

**DLD Awareness Day!** Friday 22<sup>nd</sup> September

#### Preparation before the day

Order the correct size labels to print your own stickers (see below). Print out your resources and check the internet and YouTube access if you are showing our films. Share your plans on social media! #devlangdis

Use our logo and “I’m supporting DLD Awareness Day” graphic for your own personal posters/ t-shirts.

Look out for our Facebook frame from the 15<sup>th</sup> September and add it to your profile picture.

#### Social media toolkit

Get involved on social media from now! Subscribe to the channel [www.youtube.com/RADLD](http://www.youtube.com/RADLD).

See our handy **social media toolkit** for lots of ways to get involved on Facebook and Twitter. We will release our DLD 1-2-3 film on 15<sup>th</sup> September. From **15<sup>th</sup> September** (not before) we hope everyone will use the following hashtag on

Twitter: #DLD123

#### ‘DLD 1-2-3’ film and other films

RADLD stars Eddie and Dyls (now 10 years old) investigate three things people need to know about DLD in our film DLD1-2-3! This will be live on the RADLD channel from 15<sup>th</sup> September. We will be releasing other new DLD films too: Click ‘subscribe’ on the RADLD YouTube channel to be sure you are alerted about new films! Check out the films and get sharing!

#### DLD 1-2-3 Resources: information sheet - quiz - stickers

Print your DLD 1-2-3 sheets and hand out to colleagues and parents, or put up on staff room walls. Use and adapt the quiz as you wish! Print your own DLD 1-2-3 stickers, wear these on the day and hand out to others. NB: You need **Avery code L7160 address labels** or compatible: 7x3 stickers on each sheet, size 3.81cm x 6.35cm. Don’t forget to order your labels sheets before the day so you’re not caught out!

#### Articles in your local media: press release and case studies

Use our template press release & fact sheet to submit a story to your local newspaper or a magazine. Enter the name of your organization and add your own quotes, photos of your event or views of students/ parents/ professionals.

Alternatively use the case studies we have supplied from Sophie, Harry, Hannah and Frankie. **IMPORTANT: There is an embargo on the press release for 21<sup>st</sup> September.** This means articles should only be published on that date or after.

Please help us stick to this to ensure we create momentum at the right time with maximum buzz around the day.

#### DLD Awareness Day Activities: Some simple ideas but do be creative!

1. An informal talk, tea break or meeting about DLD for staff or parents. Show the DLD1-2-3 film. Use the fact sheet and quiz!
2. Share the fact sheet with schools, doctor’s surgeries, your taxi driver etc
3. Put stickers on everyone and tell them why they need to know and support!
4. Have a stand in your foyer to share resources, and if possible show the film
5. Share your events on Twitter and Facebook and use them to get a story in the local paper to help raise awareness of DLD and to promote your organisation.
6. Make your own t-shirts/ posters using our logo and graphics

## RADLD Social Media Toolkit: Leading up to DLD Awareness Day 22<sup>nd</sup> September 2017

### What is DLD Awareness Day?

RADLD (formerly known as RALLI) stands for Raising Awareness of Developmental Language Disorder. With your support, we have been working hard to raise awareness of this hidden language difficulty. Recently we have created new films and information about DLD.

We want to spread the word and tell as many people as possible about Developmental Language Disorder (DLD). That's why we've created DLD Awareness Day on the 22<sup>nd</sup> September 2017.

DLD is often a hidden condition and that's why we need your support. We want to make this BIG. We want to let the world know about it so people with DLD can get the right information, help and support they need. Below, we tell you about some of the ways to get involved on social media to support the campaign!

### What social media platforms can I use?

- Like us on Facebook @radld.page or [facebook.com/radld.page](https://www.facebook.com/radld.page)
- Follow us on Twitter @RADLDcam or [twitter.com/radldcam](https://twitter.com/radldcam)
- Subscribe to us on YouTube [youtube.com/RADLD](https://www.youtube.com/RADLD)
- Post your own views and tweet about your own experiences of DLD.

### Hashtags and @ – IMPORTANT INFORMATION!

- Use **#devlangdis** up to the 14<sup>th</sup> September.
- Use **#DLD123** to promote DLD Awareness Day. Only use this from the 15<sup>th</sup> September – the Friday before DLD Awareness Day!
- Add to your tweets **@someone**: target an organisation, individual or celebrity that you think needs to know about DLD or DLD Awareness Day.

### Share the new RADLD films!

- **Developmental Language Disorder: The Consensus Explained:** [bit.ly/DLDconsensusfilm](https://bit.ly/DLDconsensusfilm)
- **DLD 1-2-3' film:** We will be releasing this film closer to DLD Awareness Day around the 15<sup>th</sup> September. Look out for the film and view and share it once we turn it live!
- There will be more new films about DLD including 'What is DLD?' RADLD will share the links on social media.
- You can share previous RADLD (RALLI) films too! Select your favourite from [youtube.com/RADLD](https://www.youtube.com/RADLD)

[Suggested posts/tweets - from now until the 14<sup>th</sup> September - use #devlangdis](#)

### Remember your # hashtags!

- *New paper on the DLD consensus process and DLD criteria [bit.ly/delphistudyDLD](http://bit.ly/delphistudyDLD)*
- *Susan Ebbels' summary of DLD criteria [bit.ly/delphisummary](http://bit.ly/delphisummary)*
- *Looking forward to/not long now until DLD Awareness Day 22<sup>nd</sup> Sept*
- *I'll be supporting DLD Awareness Day on the 22<sup>nd</sup> September*
- *DLD Awareness Day is important because....*
- *For DLD Awareness Day on the 22<sup>nd</sup> Sept we are planning to...*
- *Do you know about DLD? DLD stands for Developmental Language Disorder*

[Suggested posts/tweets – from 15<sup>th</sup> September - now use #DLD123 \(add in #devlangdis if space\)](#)

Look out for 'I'm supporting DLD Awareness Day' **Facebook frame** on our Facebook page & add to your profile picture!

Use our **I'm supporting DLD Awareness Day** graphic and share this on your newsfeed (or use as you wish!)

- *I will be (INSERT YOUR ACTIVITIES) to support DLD Awareness Day*
- *It's important that DLD is recognised because (INSERT YOUR VIEWS)*
- *Does your organisation/school know about DLD? (@INSERT ORGANISATION)*
- *Do you know your #DLD123 facts? (LINK TO DLD1-2-3 FILM)*
- *DLD1 - DLD can make talking and/or understanding difficult (LINK TO DLD1-2-3 FILM)*
- *DLD2 - DLD is a hidden but common condition (LINK TO DLD1-2-3 FILM)*
- *DLD3 - Support for people with DLD can make a real difference (LINK TO DLD1-2-3 FILM)*
- *Approximately 2 students in every classroom has DLD*
- *DLD can co-occur with other conditions such attention difficulties, motor difficulties and dyslexia*
- *Students with behavioural difficulties may have DLD and should be assessed by a speech therapist.*
- *Tweet/post where in the world you are and why you will be supporting DLD Awareness Day*

[See the DLD1-2-3 fact sheet for more ideas for tweets on DLD1-2-3.](#)

[Suggested posts/tweets – on DLD Awareness day 22<sup>nd</sup> September](#)

Keep sharing our DLD1-2-3 film! Keep using our 'I'm supporting...' Facebook frame and graphic (as above)

Post/tweet ideas:

- *Continue to use suggested posts/tweets as above*
- *Share with a photo/picture/drawing of the slogan 'DLD123' and tell us your country (e.g. draw DLD123 on a whiteboard, get a group together and use your hands to spell out DLD, write it in a speech bubble, use building bricks, write it on your hand, use cheerios or alphabet spaghetti!)*
- *Ask your students with DLD, their families or adults with DLD if you can share their quotes about DLD on Twitter/Facebook (with appropriate permissions and anonymity)*
- *I'm a teacher/ therapist/ parent – today I'm supporting DLD Awareness Day #DLD123 Find out more (LINK TO DLD1-2-3 FILM)*
- *Have you got your #DLD123 fact sheets and sticker templates? (INSERT WEBSITE HOSTING THE RESOURCES E.G. [www.naplic.org.uk](http://www.naplic.org.uk))*

### Contacts

Get in touch if you have suggestions or queries:

Newsletter and social media - Lauren Wright: [radld.campaign@gmail.com](mailto:radld.campaign@gmail.com)

Other queries - Becky Clark: [radld.contact@gmail.com](mailto:radld.contact@gmail.com)