

#DLDSeeMe Ambassador Guide

DEVELOPMENTAL LANGUAGE DISORDER
(DLD) AWARENESS DAY 2020



RAISING
AWARENESS OF
DEVELOPMENTAL
LANGUAGE DISORDER



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1 IN 14 PEOPLE HAVE THE HIDDEN BUT COMMON CONDITION CALLED DEVELOPMENTAL LANGUAGE DISORDER

Developmental Language Disorder (DLD) is diagnosed when children do not acquire their own language for no obvious reason. This results in children who have difficulty understanding what people say to them, and struggle to articulate their ideas and feelings.

DLD is a hidden disability that affects approximately two children in every classroom, affecting literacy, learning, friendships and emotional well-being.

Support from professionals, including speech and language therapists and teachers, can make a real difference.



About RADLD

(Raising Awareness of Developmental Language Disorder)

The RADLD movement is coordinated by professionals from Australia, Canada, China, UK & USA who volunteer their time to raise awareness of Developmental Language Disorder (DLD).

Our vision . . . A world where people with DLD are supported to pursue their goals and aspirations.

Our mission . . . We partner with the community to foster a substantial increase in international awareness of DLD.

Our goals:

- To increase international awareness of DLD.
- To disseminate evidence based information and signpost to further reliable resources.
- To develop a global network of people advocating in their local context

OUR REACH



RADLD.ORG
has received over 63,000 visitors
since it was launched in 2018.



7056
Facebook
Friends



5931
Followers on
Twitter



85 Videos on
youtube viewed
1 million times



600+ volunteer Ambassadors from 39
countries with resources translated into
26 different languages.

Developmental Language Disorder Awareness Day

FRIDAY OCTOBER 16 2020

The DLD SeeMe Campaign seeks to inspire action. We invite you to partner with us to make DLD visible to the world because no one should feel invisible.



THE 2020 #DLDSaveMe CAMPAIGN MOVIE

The #DLDSaveMe campaign seeks to inspire action. We have invited people from all around the world to create a phenomenal movie to make DLD visible because no one should feel invisible.

We need your help to spread the word!



SHARE! SHARE! SHARE!

Did you know that 84% of people with access to the internet use social media? This is why it's so important we make the most of this free and easy to use platform to raise awareness. Here are some tips to make the most of social media in 2020.



RADLD Facebook, Twitter, TikTok & Youtube

- Share our posts and create your own in the lead up to DLD Awareness Day.
- Share the #DLDSeeMe campaign video on social media when it is released.
- Make sure you use our campaign hashtag #DLDSeeMe on all posts.
- Use #DevLangDis all year around to discuss DLD
- Add @someone to your posts to target an organisation, individual or celebrity that you think needs to know about DLD or DLD Awareness
- Update your social media profile with our #DLDSeeMe frame
- If you have an email list consider sharing the #DLDSeeMe movie link to your networks and asking them to share

What social media platforms can I use?

- Like us on Facebook @radld.page or www.facebook.com/radld.page
- Follow us on Twitter @RADLDCam or www.twitter.com/radldcam
- Follow us on TikTok @RADLDCam
- Subscribe to us on YouTube or www.youtube.com/RADLD
- Post your own views and share your own experiences

Do you have access to a digital billboard or screen in a place that people pass regularly?

Why not play the #DLDSave Me movie or display one of the RADLD awareness infographics?

If you can help secure coverage, we can definitely help you create or modify our materials to maximise the opportunity for billboards or TV.



SOCIAL MEDIA - TIK TOK TAKEOVER

TikTok is one of the fastest growing social media platforms in the world which presents an alternative version of online sharing. It allows users to create short videos with music, filters, and some other features. TikTok provides a platform for it's 800 million users worldwide to express themselves in a very creative way.

#DLDSaveMe TikTok Takeover

Make a #DLDSaveMe inspired Tik Tok and share it with the world. We've come up with a basic idea but feel free to make your own.

How to Tik Tok RADLD style

STEP 1

Download these the three A4 Landscape posters from RADLD.org & download the TikTok App.



STEP 2

Film a shot of you holding up sign 1. Then a seperate shot holding sign 2. And a third shot holding up sign 3. Have fun with it! You may want to change outfits between shot 1 & 2 to make for a fun reveal. We suggest using upbeat music to dance along to. TOP TIP: If you know someone who is up on all things TikTok, ask for their help. Don't be limited by the above. Savvy TikTokers will be able to show you how to deliver the same message with text digitally written on the video you film in the app.

STEP 3

Share your TikTok on social media and use these hashtags #DLDSaveMe, #DevLangDis, #ForYou and #fyp

RAISE AWARENESS

LIGHT UP EVENTS

Light up events involve key landmarks in a town or city, which are regularly lit up in different colours for special occasions. If you know of a landmark that does light up for causes, please consider submitting an application and notifying us at hello@radld.org.

To help with your application, we have prepared a letter of request to get you started which you can access via our website RADLD.org

We highly recommend getting together with friends to see these beautiful locations lit up in purple and yellow. We will publish a full list of locations on our website closer to the big day. Don't forget to take photos so we can share them on social media.



OUT & ABOUT

As a RADLD Ambassador you are empowered to get out there and spread the word about DLD. There's a heap of resources at RADLD.org to help you get others involved. Please be sure to keep us up to date on your plans and activities via the RADLD Ambassador Facebook group or email hello@radld.org. Let's share ideas so we can make 2020 our best year yet.

SPEAK AT COMMUNITY EVENTS

Is there a community meeting you can attend and talk about DLD? Go for it!

HOLD A STAND

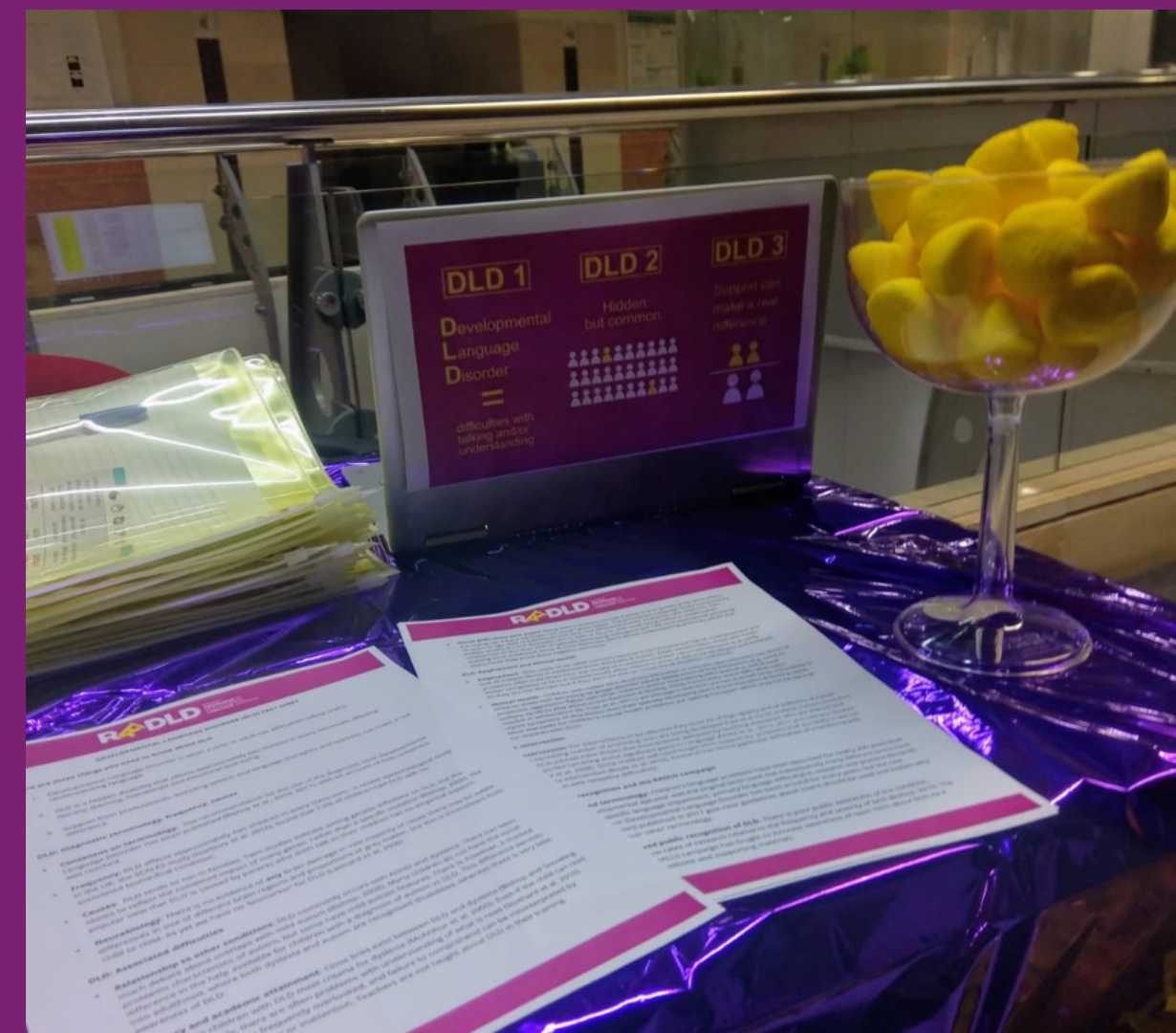
School foyers, train stations, lunch rooms at work. Wherever there is a crowd a stand would be great.

HAND OUT RESOURCE PACKS TO COMMUNITY SERVICES

Services supporting the community who are likely to encounter people with DLD (so every service) would benefit from you stopping by and dropping off some resources. Why not challenge them to support DLD Awareness Day by wearing purple and yellow on the day.

PUT UP POSTERS

We've got a heap of FREE posters online. Download them and put them up everywhere.



OUT & ABOUT

CHANGE YOUR EMAIL SIGNATURE OR SCREENSAVER

A simple but effective way to spread the word to people you know.

MAKE T-SHIRTS

The RADLD logo is freely available on our website, so why not download it and get creative with your clothing!

HOST A LUNCH & LEARN SESSION

Get your colleagues together and talk to them about DLD. You can show them one of our Youtube movies.

STICK 'EM UP

Put RADLD stickers on everyone and tell them why the need to know and support DLD!



OUT & ABOUT

MAKE & HIDE #DLDSEEME ROCKS FOR THE PUBLIC TO FIND

How cool is this idea?! Erin came up with this great way to make the general public more DLD aware. Simply decorate the rocks and hide them all over the community. You could even add an ask for them to share their find online with their networks.

APPROACH THE MEDIA

At RADLD.org you'll find a media release you can personalise to help secure media coverage for DLD Awareness Day. If you have media contacts feel free to talk with them about having a special guest on their show or available for interview and we can help you secure a guest speaker in addition to your own contribution if needed. Also don't underestimate the power of an article in a school newsletter or internal work sharepoint, etc.



FUNDRAISING

RADLD is a completely volunteer run organisation. To date, funds we have received have been raised by a dedicated few volunteers who have worked tirelessly selling DLD awareness merchandise, running marathons, jumping out of planes and holding events. We can not thank them enough! These funds will enable RADLD to invest in the development of resources to reach people not yet aware of DLD and RADLD.

WHERE WILL FUNDS GO?

Our aim is to reach as many people as possible around the world and tell them about DLD. If we had more funds we would invest it into a paid awareness campaign targeting health professionals, educators, key decision makers and the general public.

100% of funds raised will go directly to Raising Awareness of DLD globally.



GET INSPIRED - Think what would Sir Captain Tom Moore do?!

LONDON — 100-year-old war veteran Sir Capt. Tom Moore set himself a goal to raise money for Britain's National Health Service during the coronavirus outbreak. He set up a fundraising page and decided to walk the 82-foot length of his garden back and forth 100 times, using his walker for support.

He split the journey into chunks of 10 laps, with the idea of completing them before his 100th birthday on April 30. Initially, he wanted to raise 1,000 pounds (nearly \$1,250). But to his surprise, just 24 hours after Moore (or Captain Moore, as he is fondly known on social media) started, he had raised the equivalent of \$8,750. His current fundraising tally sits at an astonishing \$33 million+.

As he crossed the finish line six days after his effort began, balloons could be seen in the distance, and soldiers from the Yorkshire Regiment formed a guard of honour and saluted him.

Well done Sir Captain Moore!



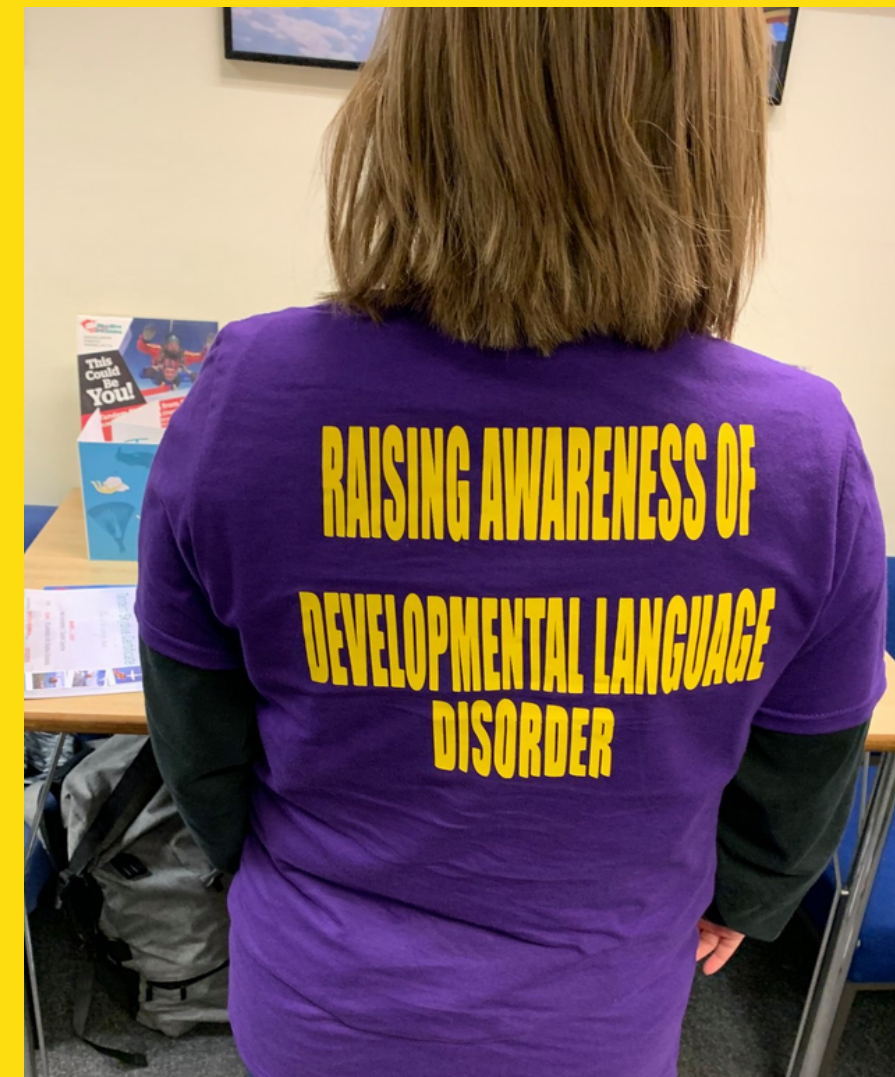
FUN WAYS TO RAISE FUNDS

CHALLENGE YOURSELF & GET SPONSORED

Is there a challenge you've been longing to take on but you've needed a good cause to inspire you to get it done? Well here you go! Not only will you be raising vital funds for DLD awareness but the media love a good challenge story so you'll be helping to raise awareness too!

Our top tip for getting sponsored for a challenge event:

1. Choose your challenge
2. Setup an online fundraising page on websites like [justgiving.com](https://www.justgiving.com) or [gofundme.com](https://www.gofundme.com)
3. Use social media and email to let everyone know about your plans to fundraise and raise awareness for DLD and share the link to your fundraising page.
4. Make sure you let the RADLD team know about your activities via our email and also the RADLD Ambassador Facebook group.



Fun ways to raise funds

HOLD A DRESS UP FOR DLD OR WEAR PURPLE AND/OR YELLOW FOR DLD DAY EVENT

This is such a standard and easy fundraising activity. Let people know what they have to do and then ask them to make a donation on the day. You could also sell purple and yellow cupcakes to sell on the day, etc,

SELL AWARENESS MERCHANDISE

A couple of amazing volunteers have created their own RADLD merchandise including shirts and have sold them for a small profit to fundraise for DLD. The RADLD logo and DLD Awareness Day logo is available at RADLD.org if you'd like to also give it a go. If you go ahead, let us know so we can promote what you're selling,





THANK
YOU

DLD Awareness Day would lack its impact without the incredible support of the RADLD Ambassador community. Thank you!

Feel free to get in touch with the RADLD team via the contact details below for all questions, ideas and requests for support.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

- Margaret Mead

Email

hello@radld.org

Website

www.radld.org