

**DEVELOPMENTAL
DISABILITIES AWARENESS
MONTH 2021:
MOVING TOWARDS CHANGE**

Robin Troutman, Deputy Director, NACDD

**Rafa Rolon-Muniz, Communications Associate,
NACDD**

- ▶ About the campaign
- ▶ Weekly focus areas
- ▶ How to get involved
- ▶ What to do if you don't use social media
- ▶ Messaging Guide
- ▶ Questions
- ▶ Contact info

TODAY'S WEBINAR

- ▶ March is DD Awareness Month
- ▶ President Ronald Reagan proclaimed in 1987
- ▶ We highlight inclusion, contributions and togetherness
- ▶ We reach out beyond our everyday networks

DEVELOPMENTAL DISABILITIES AWARENESS MONTH

- ▶ The goal of the campaign is to raise awareness by having people with and without disabilities sharing their stories about living alongside each other
- ▶ Participants can share photos, videos and stories.
- ▶ Resources will be shared about topics such as education, employment, community living, accessibility, and inclusion
- ▶ This year we also want to place a major focus on voting, the census, and other civic engagement activities

ABOUT THE CAMPAIGN

- ▶ Decide what you want to share and how you want to share it
- ▶ Spread the word!
- ▶ Send your stories, photos, videos and resources to NACDD

BEFORE THE CAMPAIGN

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Eileen Schofield, 2016

DD AWARENESS MONTH 2021 IMAGE

- ▶ EVERYONE!
 - ▶ DD Councils (staff & councils)
 - ▶ Your constituents
 - ▶ People in your network and partners
 - ▶ People outside of your network
 - ▶ Other DD organizations
 - ▶ Anyone who wants to!

WHO PARTICIPATES?

- ▶ Facebook
 - ▶ Post photos, videos or stories about what is happening in your state
 - ▶ Share posts from other people and pages
 - ▶ Use the hashtag #DDawareness2021
- ▶ Twitter
 - ▶ Tweet photos and stories
 - ▶ Retweet @NACDD
 - ▶ Use the hashtag #DDawareness2021
 - ▶ Retweet and @ other groups in your state

HOW CAN I PARTICIPATE?

- ▶ Send your resources to NACDD!
 - ▶ We want to showcase the amazing work that you, your family, your Council, your state or your organization are doing!
 - ▶ Send us your resources so we can share them with everyone else!
 - ▶ Resources can include blog posts, studies, information about education, community living, families, health/healthcare, videos, pictures or anything else that you think can be a helpful resource to others!

OTHER WAYS TO PARTICIPATE

WHAT IF YOU DON'T USE FACEBOOK/TWITTER?

- ▶ Email content to your DD Council or NACDD
 - ▶ Encourage others to post on their social media and use the hashtag #DDawareness2021
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- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the orange background.

- ▶ To truly make this a public awareness campaign, we must go beyond our current network.
- ▶ Consider reaching out to:
 - ▶ Businesses • Legislators
 - ▶ Schools • Diverse Communities
 - ▶ News Stations • Other organizations
- ▶ Enlist your DD council members or board members– they may have connections that you aren't aware of!

EXPAND YOUR NETWORK

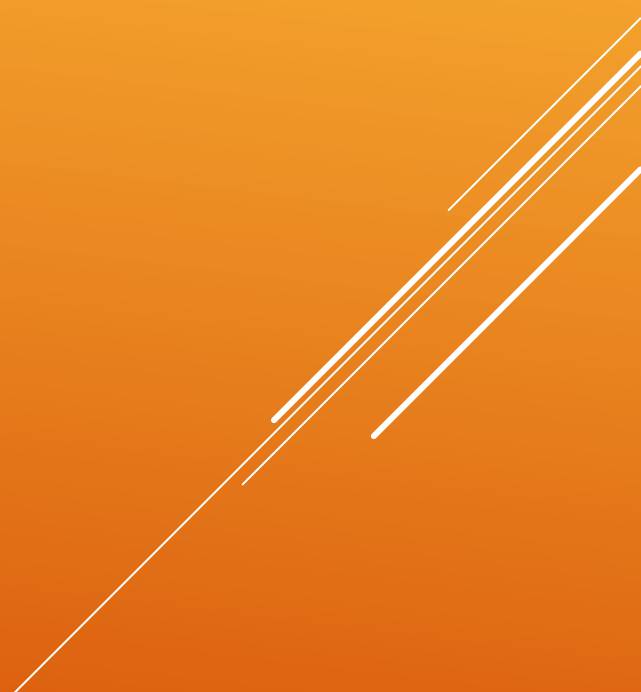
- ▶ By using the hashtag #DDawareness2021 to link posts across all social media platforms
- ▶ By sharing stories, photos and videos of people with and without disabilities living side by side on social media
- ▶ By sharing resources about living inclusive lives

HOW WE'LL RAISE AWARENESS

- ▶ For more social media how-to guides and best practices, visit the NACDD and ITACC websites and read our Social Media and Messaging Guide

SOCIAL MEDIA AND MESSAGING GUIDE

QUESTIONS? COMMENTS?



Thank you!

If you have any questions after today, you can email Robin at rtroutman@nacdd.org or Rafa at rrolon-muniz@nacdd.org

Both can be reached at 202-506-5813