

Dyslexia Awareness Week

Monday 2nd to Sunday 8th October 2017

Events & Activity

Pack for Adults and Employers



British Dyslexia Association

Dyslexia Awareness Week 2017

Monday 2nd to Sunday 8th October 2017

www.bdadyslexia.org.uk/fundraising/dyslexia-awareness-week

Contents

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- Aims of the BDA – Themed messages and activities throughout the week.
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British Dyslex!a
Association

Dyslexia Awareness Week Theme: 'Positive about Dyslexia'

Dyslexia Awareness Week 2017 takes place from 2nd October in England, Ireland and Wales, this years theme is the 'Positive about Dyslexia'.



Social Media coverage



The agreed hashtag for the week is:
#positivedyslexia2017

We encourage use of this across the charity and the sector.

Keep checking our you Tube,
Twitter and Facebook threads for
news and updates.



Free Resources from BDA for Dyslexia Awareness Week



FREE during DAW only - Elearning Programme for Adults on Gaining Success This ten module elearning programme covers the 10 factors for success for adult dyslexics. Through this you can develop your strengths further as it provides a complete road map. To access the programme, complete and return [this application form](#) and we will send you the username and password to sign in.

FREE - Things you can do today to help your Dyslexic Employees

15% of the working population are affected by Dyslexia or one of its genetically related conditions. There are some really simple things you can do TODAY which will help those you know about and the ones you don't! Feel good today, implement some of these now. [Click here to view.](#)

FREE - BDA StyleGuide for Communications

Learn simple tips to make your communications more accessible. [Click here to view.](#)



DAW - Online Resources

The online resources and all updates for this year's DAW are available to download from: <http://www.bdadyslexia.org.uk/fundraising/dyslexia-awareness-week>

Keep checking back on site for any developments and new materials.

The screenshot shows the homepage of the British Dyslexia Association. At the top left is the logo "British Dyslexia Association". To its right is a search bar with "Search..." and a yellow "GO" button. Further right is an "ACCESSIBILITY" link with a speech bubble icon and a "Donate" button. Below these are four colored buttons: "PARENT" (purple), "EMPLOYER" (blue), "EDUCATOR" (orange), and "DYSLEXIC" (green). A second row of buttons includes "How to support us" (green), "Dyslexia Test" (blue), "Shop" (blue), and "INTERNATIONAL CONFERENCE" (blue). A breadcrumb trail reads "Home » Support Us » Dyslexia Awareness Week".

The main content area features a blue header for "DYSLEXIA AWARENESS WEEK" and a green "EVENTS" section. Under "DYSLEXIA AWARENESS WEEK", there are links for "Previous DAW resources", "DAW 2016 - Free Screener", "Sponsored Spell 2017", "DAW Awards 2017", "2017 BDA Awards presented at the Gala Dinner", and "DAW Competition 2017".

The "Dyslexia Awareness Week 2017" section contains the text: "This year Dyslexia Awareness Week runs from Monday 2nd October to Sunday 8th October 2017 and our theme is Positive about Dyslexia." It also states: "World Dyslexia Awareness Day takes place on the Thursday 5th October 2017. Our daily themes will be re-enforcing the Aims of the British Dyslexia Association taking one aim each day." Below this is a graphic of three interlocking puzzle pieces with the following text: "Early identification of dyslexic difficulties for all in society", "Availability of effective and appropriate teaching provision for all dyslexic children and adults", and "Availability of appropriate assessments for all dyslexic children and adults".

The "EVENTS" section features a calendar icon for "THU 23" and the text: "Specific Learning Difficulties (SpLD) and Literacy Learning: Reading, Writing and Spelling. Thursday 23rd of November 2017. Location: Copthorne Tara Hotel London Kensington Scarsdale...".

At the bottom right, there is a watermark for "Activate Window Go to PC settings to ac" and the "British Dyslexia Association" logo.

BDA Aims & DAW Daily Themes

Monday 2nd Oct

Early identification of dyslexic difficulties for all in society

Tuesday 3rd Oct

Availability of effective and **appropriate teaching provision** for all dyslexic children and adults

Wednesday 4th Oct

Availability of **appropriate assessments** for all dyslexic children and adults



Sunday 8th Oct
Round up & Consolidate



Reasonable adjustments for dyslexic individuals within all sectors of society

Information available about **effective strategies** to maximise strengths of dyslexic individuals

To **raise dyslexia awareness** and create a dyslexia friendly society for all

Saturday 7th Oct

Thursday 5th Oct

Friday 6th Oct

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Association

Adult Events during DAW



Spelling Strategies &
Other Software

Media Coverage



SEN Show
Celebrating 25 years

6-7 October 2017, Business Design Centre, London



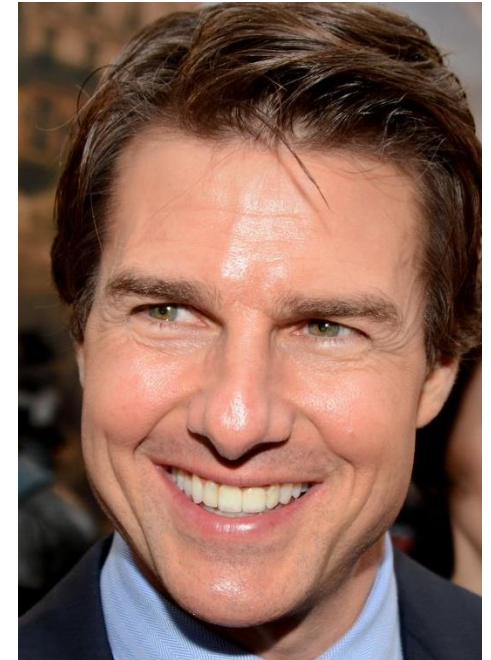
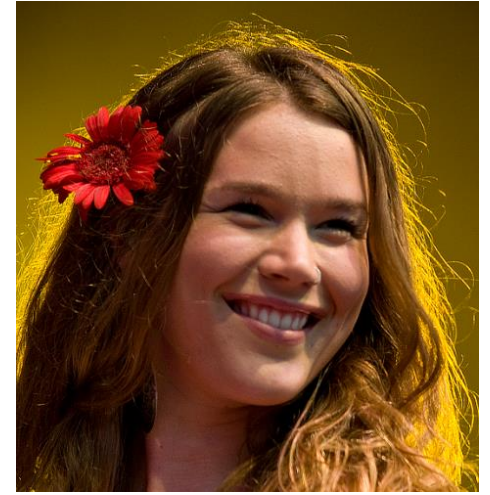
Fund Raising, Birmingham



fat face

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Association

Resources and Downloadable Materials



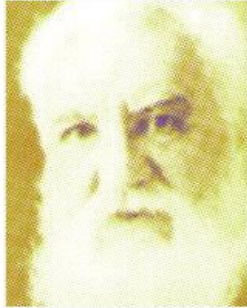
Do you recognise these celebrities?

DAW Posters 2017

These celebrities are positive their Dyslexia made a difference to their success.

DAW 2017

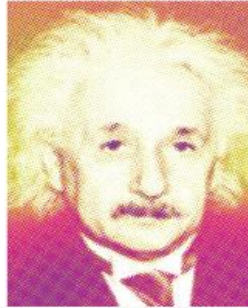
Posters and Downloadable Materials



Alexander Graham Bell
Poster 11.5MB JPG

DOWNLOAD

[Click Here](#)



Albert Einstein Poster
12.6MB JPG

DOWNLOAD

[Click Here](#)



Henry Ford Poster 13.2MB
JPG

DOWNLOAD

[Click Here](#)



Richard Branson Poster
12.6MB JPG

DOWNLOAD

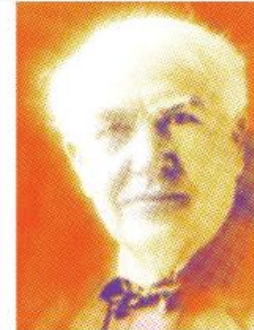
[Click Here](#)



The Wright Brothers Poster
11.0MB JPG

DOWNLOAD

[Click Here](#)



Thomas Edison Poster
12.4MB JPG

DOWNLOAD

[Click Here](#)

Courtesy of



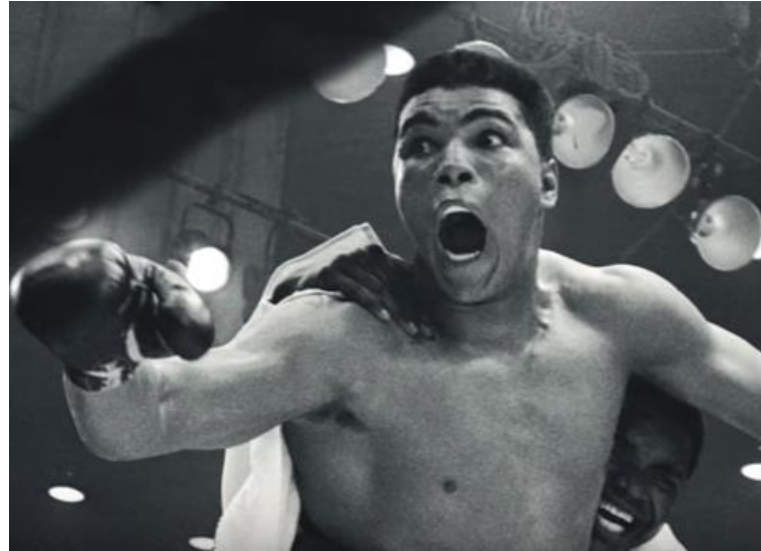
MADE BY
DYSLEXIA

DAW 2017 Videos



Jamie Oliver Made
by Dyslexia

[Click here to watch Video](#)



Dyslexic Heroes

[Click here to watch Video](#)



Think Differently
about Dyslexia

[Click here to watch Video](#)

Courtesy of



MADE BY
DYSLEXIA

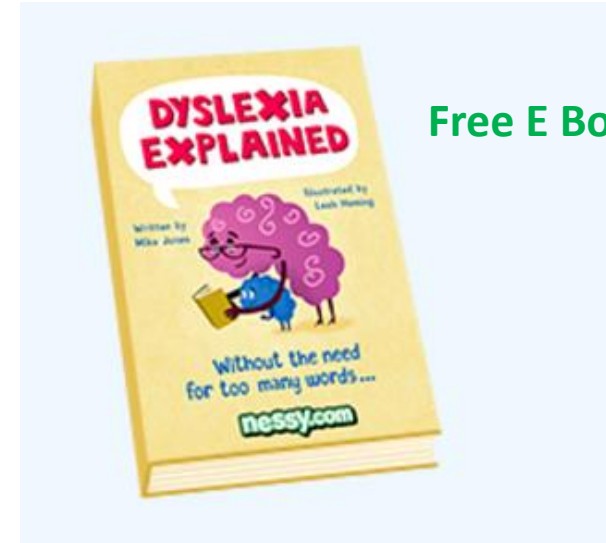
Free Working Memory Module - Training & Free E Book

WORKING MEMORY IS ONE OF
THE MOST IMPORTANT AREAS



[Click Here](#)

Activate Window
C:\Program Files\Microsoft...



Free E Book

[Click Here](#)

Please download a copy

Courtesy of



DAW 2017

Training & Assessment Tools



[Click Here](#)



[Click Here](#)

Nessy are offering 40% off our Dyslexia Quest Screening tool and 40% off Dyslexia Training for the duration of DAW

Nessy is also offering different free app every day from Monday – Friday.

Hairy Phonics 1, 2 + 3 and Hairy Words 1 + 2.

Courtesy of



Spelling Videos

One Minute Spelling Strategies



Mnemonics

view.vzaar.com/10799864/player

Words within Words

view.vzaar.com/10799878/player



Mispronouncing Words

view.vzaar.com/10799870/player

Rhyming

view.vzaar.com/10799883/player

Chunking

view.vzaar.com/10799896/player



Using Pictures

view.vzaar.com/10799876/player

Rules

view.vzaar.com/10799888/player

Courtesy of



Click on the Links above
for a fun daily one minute
Spelling Strategy

Dyslex.io Launch

Take a look at this eye-catching new mobile site. Dyslex.io is a one-stop site for everything you need to know about dyslexia.

See dyslexia differently

dyslex.io enables a society in which people with dyslexia of all ages can reach their full potential.

dyslex.io

Find us at:
www.dyslex.io

Contact:
info@dyslex.io

Whether you are dyslexic yourself, a parent or carer of someone who is dyslexic, a teacher or an employer of dyslexic people, dyslex.io provides information and resources that are designed to be dyslexia friendly and optimised for mobile devices.

Funded by
Department for Education
British Dyslexia Association

In association with Dyslexia Action, Dyspraxia Foundation, Helen Arkell, Manchester Metropolitan University, and Patoss.

Click Image
to go to
dyslex.io
site

www.dyslex.io

Dyslex.io



- Videos and other resources for everything you need to know about dyslexia, whether you are dyslexic yourself, a parent or carer of someone who is dyslexic, or a teacher or employer of dyslexic people.
- All of the resources and links are quality assured by the British Dyslexia Association and other leading UK dyslexia charities so you can be confident that the advice you are receiving is accurate and current.
- dyslex.io is the result of project funded by the Department for Education. It is led by the British Dyslexia Association in partnership with Dyspraxia Foundation, Manchester Metropolitan University, and Patoss.

www.dyslex.io

Dyslexia Awareness Week 2017



Awards 2017

BDA Awards Dinner Nominations 2017

The British Dyslexia Association's annual Dyslexia Awareness Week Awards are now open for nominations, please see the nomination form here.

These awards will be given to individuals who have been successful in spite of the challenges they have faced with their dyslexia in the following categories.;

- Child (age 12 and under)
- Young Person (age 13-17)
- **Adult (18+)**
- Teacher
- Organisational Members Award

The Awards will be presented at the BDA Awards evening on Friday 17th November at Drapers Hall, London. The award winner from each category and one guest will be invited to attend and receive their award at this event. Travel and accommodation will be generously covered by our sponsors.

We would like to invite teachers, parents, friends, partners and colleagues to nominate someone they know deserves an award by downloading and completing the **BDA Awards Nomination Form**. Please print the form, complete it, and either scan and email or post back to;

Claire McKinnon

T: 0333 4054588

M: 07917 390288 07917 390288

E. clairem@bdadyslexia.org.uk



Dyslexia Awareness Week Awards

Nominations are invited for the 2017 Dyslexia Awareness Week Awards in the following categories:

- **Local Dyslexia Association of the Year**
- **Volunteer of the Year - Lifetime Outstanding Contribution**
- **Teaching or Support Assistant of the Year**
- **Lifetime Achievement Award: Academic Contribution to Dyslexia**
- **Jean Hutchins Accessibility Award (dyslexic individuals only)**
- **Dyslexia Friendly Awards**
 - **School of the Year**
 - **College of the Year**
 - **Organisation of the Year**



Please download and print the **2017 DAW Awards Nomination Form**, complete it, and either scan and email or post back to;

Claire McKinnon

DAW Awards 2017, BDA,

Unit 6a, Bracknell Beeches, Old Bracknell Lane, Bracknell, RG12 7BW

Or by email to E. clairem@bdadyslexia.org.uk Subject: DAW Awards 2017.



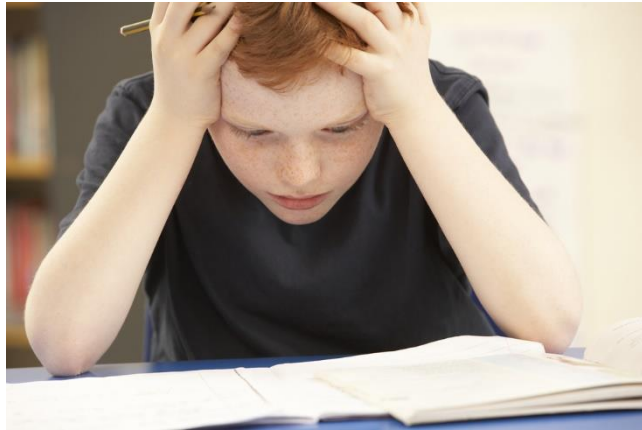
The deadline for entries is Wednesday 11th October 2017 and a distinguished panel of judges will select the winners. **Winners will be notified on BDA's social media on 20th October 2017.**

All entries will receive a Certificate and the winners will receive Winners Certificates.

British Dyslexia
Association

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How we help the dyslexic community



- Handle thousands of enquiries to the BDA National Helpline This is free and confidential.

Tel: 0333 405 4567 Email: helpline@bdadyslexia.org.uk



- Over 1 M website visits from 800,000 users to access information.

www.bdadyslexia.org.uk



- We are active on social media with a growing following. Follow us and keep up to date.

Supporting Employers



- We engage with employers to support dyslexics in the workplace, building mentoring programmes and share workable workplace modifications.
- We spread awareness of dyslexia and embrace the positives it can bring as well as sharing coping strategies.
- For information on supporting employees with dyslexia, or organising training for your staff download a copy of our [Employer Services Brochure](#).

BDA International Conference 2018

12 – 14 April, 2018



BDA International Conference
and EXPO 2018

‘Evidence to Practice and Back Again’

Keynote Speakers include:

Professor Susan Gathercole – Cambridge University

Professor Daniel Ansari – The University of Western Ontario

Professor Simon Fisher – Donders Institute

[Click Here](#) for more details

British Dyslexia
Association

Our Supporters & Fund Raising Challenges



- We are heavily reliant on fund raising and donations.
- We are grateful to our fund raising supporters who carry out many challenges to raise funds for us.
- We are grateful to our Volunteers.
- Please contact the BDA if you would like to Volunteer or Fundraise for us.

How your Funds will make a difference



British Dyslexia Association

- £50: would enable the charity to take 6 calls through our BDA Helpline providing invaluable support and advice.
- £100 Could pay for 2 children, young people or adults to be screened for dyslexia through specialist online tools
- £500 could provide specialist resources: Pens, reading books, games for dyslexic learner(s).
- £750 could pay for the training of a teacher to be able to deliver specialist dyslexia and literacy support through the Children Will Shine project

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Paying in funds you have raised

You can pay in funds raised through the Fund Raising activities either by a BACS transfer or by cheque.

Cheques must be made payable to: '**British Dyslexia Association**' and sent to:

Fundraising, The British Dyslexia Association. Unit 6a Bracknell Beeches, Old Bracknell Lane, Bracknell, RG12 7BW

BACS Transfer can be made to:

- Account Name: British Dyslexia Association
- Bank Name: Barclays Bank
- Sort Code: 20-71-06
- Account Number 90286141

Contact Us

For all queries and to make payment please contact: Claire
McKinnon at
fundraising@bdadyslexia.org.uk

If you would like to share your photos of your DAW we can
post this on our social media sites.



Tel. 0333 4054588
www.bdadyslexia.org.uk

Part of Dyslexia Awareness Week
Monday 2nd to Sunday 8th October 2017



Dyslexia – Some facts

Dyslexia: the Facts

- On average three children in every classroom are dyslexic and struggle with literacy (around 1.2 million children).
- One in five 11 year olds currently move from primary to secondary education with below expected levels of literacy.
- At secondary level, over a third of young people failed to achieve the expected level of an A+ to C in English in 2011.



About Us

The British Dyslexia Association is a national charity serving every area of the UK. Our aim is to achieve a dyslexia friendly society for all through listening, supporting and empowering people.

Listening: We run our national Helpline answering queries by phone and email helping thousands of people every year.

Supporting: We provide full diagnostic assessments for individuals and employees and deliver training in the workplace to improve awareness and support.

Empowering: The BDA is the voice of dyslexic people and we lobby and campaign to influence government and other institutions. BDA also works with employers, parents and local dyslexia associations to raise awareness and provide appropriate support for individuals who experience dyslexia and co-occurring difficulties.



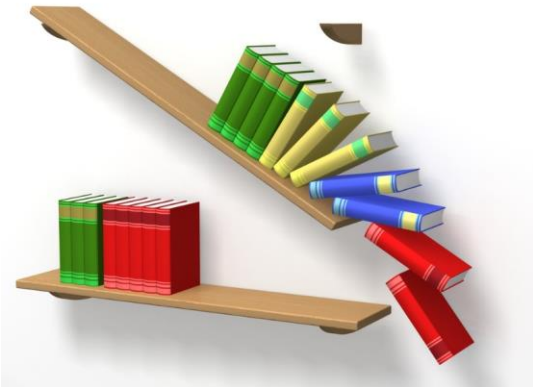
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British **Dyslex!a** Shop

Association

BDA Books



Learning Aids & Materials



[Click Here](#) for the BDA Shop for a range of Books or Learning Aids & Materials.



We hope this is a really positive awareness week for the whole dyslexia sector.

#positivedyslexia2017

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