



Artwork by Jamila Rahimi/Art Enables

## DD Awareness Month Resource Guide

The intention of this resource guide is to help provide you with content for posting on social media during Developmental Disabilities Awareness Month (March 2020). There are no set guidelines for posting – feel free to share whatever you want, whenever you want! For more information about DD Awareness Month, or if you need help posting to social media, please visit: <http://nacdd.org/DDAM>

### Who to Follow on Social Media:

NACDD - <http://facebook.com/NACDD> and <http://twitter.com/NACDD>

AUCD – <http://facebook.com/AUCDnetwork> and <http://twitter.com/AUCDnews>

NDRN – <http://facebook.com/NDRNadvocates> and <http://twitter.com/NDRNadvocates>



## General Points:

- Remember to use the hashtag **#DDawareness2020**
- The hashtag is important! Every organization reading this guide has stories to share, and the DD Awareness Month is our yearly opportunity to share far beyond our individual networks.
- Generally, anything that is tagged with **#DDawareness2020** is free to be liked, commented on, and shared/retweeted. Our advice on re-sharing: use it as an excuse to reach out to groups and ask their staff to share your organization's DDAM posts as well.
- We've also found that DDAM is a great opportunity to share and promote art created by people with developmental disabilities.
- Keep track of the data connected to how many people your posts reach, as well as how many people react to them, as this will help you measure and show the impact the campaign has.
- This resource guide will be updated with new resources every Monday throughout the month of March. If you have or know of a resource that you want to be included, please email Bob McWilliams at [bmcwilliams@nacdd.org](mailto:bmcwilliams@nacdd.org) or Robin Troutman at [rtroutman@nacdd.org](mailto:rtroutman@nacdd.org).
- We've created two logos this year that you are free to use however you want. Credit for the artwork should go to Eileen Schofield and Jamila Rahimi at the Art Enables studio in Washington DC. You can download them [directly from this guide](#) or find them on [our DDAM webpage](#).



*Artwork by Eileen Schofield (L) and Jamila Rahimi (R) / Art Enables*

## Messaging Advice:

Whether your organization is a self-advocacy group that has been advocating for disability rights for decades, a state council on developmental disabilities, or a corporation that is just introducing its members to the disability community, we believe that everyone is a welcome addition to this month. We simply ask that organizations participating in this campaign keep a few guidelines in mind if they share stories attached to the campaign:

1. **Stories should include (and ideally focus on) individuals with developmental disabilities.** The disability community is wide and includes family members, support professionals, friends, etc. that also deserve to be celebrated, but it is impossible to authentically promote awareness of developmental disabilities without including the people with these disabilities.
2. **Any posts connected to DD Awareness Month should be supportive and not negative or combative towards other disability organizations.** Our community is diverse and, like all communities, it includes

members that disagree with each other on certain issues. Healthy debate absolutely has a place in our community, as does calling attention to problems that need to be solved. However, awareness campaign posts are usually not the appropriate time or place to these debates, as it takes the focus away from the individuals and groups that the campaign should be celebrating.

- 3. Don't forget to connect posts to the programs or organizations that are improving our community.** The framing of stories is a complicated yet important subject. To keep our advice short, we just remind you to "connect the dots" between successful stories and the programs that caused the successes. Similarly, it can be effective to connect the dots between obstacles and the work that needs to be done to fix them.

## Examples:

These two tweets from 2019 DD Awareness Month campaign exemplify the type of story sharing that fits the vision of the awareness month campaign. They both share content that focuses on the story of a person with a developmental disability (Philip and Shileta). The tweets also connect the dots between the stories and the two different programs that they were involved in (Microsoft's Supported Employment program and SSA's Ticket to Work), and they focus on the benefits of their programs instead of attacking others.



**Tweet 1 (by [Corp Real Estate MS](#)):** "March is Developmental Disability Awareness Month. Philip works in our Supported Employment program at Microsoft [bit.ly/2HysCP7](https://bit.ly/2HysCP7). Learn more here [bit.ly/2HhsHWp](https://bit.ly/2HhsHWp) #DDAwareness19"

**Tweet 2 (by [Choose Work – SSA](#)):** "Having grown up with #CerebralPalsy, Shileta wanted to help young adults with disabilities find the support they need to pursue independent living. Find out how #TicketToWork helped her reach her goal. #DDAwareness19"

## FOLLOW

You can find a [list of DD Council social media pages](#) on the NACDD website (or by clicking the link in this sentence).

Interested in having your organization's social media listed here? Contact Bob McWilliams at [bmcwilliams@nacdd.org](mailto:bmcwilliams@nacdd.org) or Robin Troutman at [rtroutman@nacdd.org](mailto:rtroutman@nacdd.org), and we'll list it here.

## WATCH/LISTEN:

- ONGOING - "[National Trends In Disability Employment \(nTIDE\) Lunch & Learn Monthly Webinar Series](#)" from project of the Institute on Disability UCEDD at the University of New Hampshire, AUCD, and the Kessler Foundation. On the first Friday of every month, corresponding with the Bureau of Labor Statistics jobs report, join a live broadcast via Zoom Webinar to hear the results of the latest nTIDE findings. In addition, the webinar will provide news and updates from the field of Disability Employment, as well as host an invited panelist who will discuss current disability related findings and events.
- ONGOING – "[The Accessible Stall](#)" podcast by Emily Ladau and Kyle Khachadurian. This podcast keeps it real about issues within the disability community.
- 2020 – "[Caregiving Across the Continuum](#)" by THINK+change. A 5-part video series that features insightful stories of caregivers who support their loved ones who are adults with disabilities.
- 2020 – "[Developmental Disabilities Awareness Day](#)" by APD Florida. An overview of the state of Florida's DD Awareness Day 2020, which falls in February.
- 2019 – "[Housing Opportunities that Help Promote Independent Living](#)" and "[Educating Students with Disabilities on SUNY Community College Campuses](#)" by the NY State DD Planning Council.
- 2019 - "[It's All About Attitude](#)" produced by the Institute on Human Development and Disability at the University of Georgia (UCEDD) Dr. Tracy Rackensperger works at the Institute on Human Development and Disability at UGA as a Public Service Faculty member. Tracy enjoys being outdoors and she is always looking for an adventure.
- 2019 - "[Niko's Story](#)" from Disability Rights Oregon. Niko won an essay contest and was selected for a trip. But when the program learned that Niko experiences autism and uses a letter board to communicate, it withdrew his prize. Niko protested this discrimination with the help of Disability Rights Oregon.
- 2019 - "[Down Syndrome Didn't Stop Me Becoming A Cheerleader](#)" From BORN DIFFERENT. AC's story about being the only collegiate cheerleader in the United States with Down Syndrome.
- 2019 - "[Inclusion Today, Community Living for Life](#)" from Georgetown UCEDD. When Megan Scully's four month old son, Danny, was diagnosed with a developmental disability resulting from genetic brain lesions, two of the first questions she asked the doctors were, "Would he ever go to school?" and "Would he ever make friends?"
- 2018 - "[Everyone Wins When Everyone's Included!](#)" from Informing Families. What inclusion means.
- 2018 - "[Claws and Wings](#)" from the Delaware DD Council. A collection of personal oral histories as shared by 22 disability advocates.
- 2018 - "[My Autistic Friend Explains Autism \(And Why He's Proud to be Autistic\)](#)" by Special Books by Special Kids. Ryan explains why he is proud to advocate for the autism community.
- 2018 - "[Disability Inclusion in the Workplace](#)" from New York State Developmental Disabilities Planning Council. A series of videos dedicated to workplace inclusion.

- 2018 - "[What Women with Autism Want you to Know](#)" from Iris. Learn what a group of women with autism want you to know.
- 2018 - "[Accessibility is for Everyone](#)" from the Nevada DD Council. Accessibility is not a privilege, it's a right. We all know there are laws about making things accessible for people with disabilities, but why is it such a big deal?
- 2018 - "[Redefining Inclusion](#)" from Taishoff Center. What's it like to hire someone with an intellectual or developmental disability? Hear what employers are saying.
- 2017 - "[Hear Me! People with Developmental Disabilities Speak Out](#)" from the Nevada DD Council is a powerful discussion with advocates where they share stigmas they encounter every day, as well as their key relationships, experiences with education, and unique pathways to employment.
- 2017 - "[That Was Hope to Me](#)" from ScenicView Academy. Watch Reby Duncan's story of overcoming barriers and becoming connected with her community through employment.
- 2017 - "[Living with Disability: 5-part TALKS Conversation Series](#)" from THINK+change. Designed to provide community partners with an understanding of living with disability from the perspective of those who know it best: a parent of children with disabilities; a sibling of a person with disabilities; a person living with disability his entire life; a person with an acquired disability.

**Do you have or know of a video or podcast that you would like to be included in our DD Awareness Guide? Send it to NACDD staff!**

## READ:

- ONGOING - [Pittsverse Magazine](#) is a quarterly publication written exclusively by adults diagnosed with autism spectrum disorder that aims to increase inclusion and broaden the general understanding of autism
- ONGOING – "[It's Time for a Reimagining of Disability Etiquette](#)" by writer and #CripTheVote co-founder Andrew Pulrang. He writes regularly for Forbes.com (including the linked example).
- 2020 – "[The ADA is Turning 30. Here's What You Should Know](#)" by Chia-Yi Hou of The Hill. A good overview that can introduce the ADA to a wider audience.
- 2020 – "[This Craft Brew Pub Thrives, Thanks to a Secret Ingredient: Workers with Disabilities](#)" by David Kelly of the LA Times. An example of a mainstream "human interest" story that highlights the benefits of inclusion over more problematic tropes.
- 2020 – [Resources for Creating an Inclusive Community](#) by The Jewish Federation of Greater Washington. A great (and far from the only) example of a resource bank designed for but not limited to distribution among religious communities.
- 2019 – "[What Companies Gain by Including Persons with Disabilities](#)" by Chad Jerdee for the World Economic Forum. An article aimed at the wider business audience.
- 2019 – "[Disabled Workers Shatter Employment Myths](#)" by Roberta Baker of the Laconia Daily Sun.
- 2019 - "[Talking about Healthy Relationships](#)" from Elevatus Training.
- 2018 - "[Stephan Soares' Story](#)" from Community Access Unlimited. Read Stephan's story about perusing his lifelong goal of being a truck driver.
- 2019 - "[Talking about Healthy Relationships](#)" from Elevatus Training.
- 2018 - "[Oh Yes, I CAN Work! Competitive Employment for Persons with Significant Disabilities](#)" In September, the Arizona University Center on Development Disabilities (AzUCD) at Northern Arizona University partnered with the Arizona Developmental Disabilities Planning Council to host two half-day trainings and a simultaneous webcast designed to advance an interagency approach to the concept that competitive, integrated employment is achievable for people with significant disabilities

- 2018 - "[One Workforce: Inclusive Employment in North Carolina](#)," a digital lookbook from the North Carolina Council on Developmental Disabilities.
- 2018 - "[Self Advocacy Start-Up Toolkit: More Power, More Control Over our Lives!](#)" by Self Advocates Becoming Empowered.
- 2018 - "[Stories of Supported Decision-Making](#)" by the National Resource Center for Supported Decision Making.

**Do you have or know of a news article, blog post, personal story, toolkit, etc. that you would like to be included in our DD Awareness Guide? Send to NACDD staff!**

## **PARTICIPATE/PROMOTE:**

When an organization is holding a March event, we encourage everyone to promote and share posts about that event even if it's on the other side of the country! Sharing news and posts about events that are happening around the country can be an effective way to showcase the national scope of DD Awareness Month for your local networks.

While you'll likely learn about many more events simply through following a wide range of groups on social media, we'll also list any events that we know about here so that you can plan ahead with posts. If you're planning a March event, big or small, please let us know if you'd like us to add it to this list!

- **March 1<sup>st</sup> – Guam Developmental Disabilities Awareness Month Outreach Fair**

Join a kick-off event for a month of DDAM activities connected to the Guam DD Council from 10:00am to 2:00pm at Micronesia Mall Center Court. Learn more about the Fair as well as the rest of the month's activities at: <https://www.facebook.com/guamddcouncil/>

- **March 4<sup>th</sup> - DD Awareness & Advocacy Day at the Ohio Statehouse**

Our primary activity during DD Awareness Month is an annual "DD Awareness & Advocacy Day" which is held at the Ohio Statehouse on March 5. An hour-long event is held with several speakers, including the Governor and people with disabilities. This is followed by people with developmental disabilities making scheduled visits to their Ohio representatives to talk about the importance of a specific topic. This year, the topic is "Supports Matter." More information about this can be found on our website at:

<https://www.facebook.com/OhioDDAwareness/>

- **March 4<sup>th</sup> – National Assistive Technology Awareness Day**

The U.S. Senate is currently passing a bill that will make March 4<sup>th</sup> the national day to recognize all of the assistive technology specialists, program coordinators, researchers, and organizations who work in this field and help people get access to AT. The hashtag will be #ATAwarenessday, and you can learn more at:

<https://www.ataporg.org/>

- **March 5<sup>th</sup> – DD Awareness Month Kicks Off at the Hawai'i State Capitol**

Nearly 500 individuals with developmental disabilities, their family members, service providers and advocates from all islands will convene at the Hawai'i State Capitol to celebrate their abilities during the 20th annual Day at the Capitol on Thursday, March 5, 2020, from 9 a.m. to 3 p.m. The event will highlight national Developmental Disabilities Awareness Month in March. The all-day event will include a proclamation signing by Gov. David Ige at 9 a.m. in the Governor's Ceremonial Room.

- **March 12<sup>th</sup> - Wyoming DD Council March Disability Awareness Luncheon and Artist Showcase**

The Disability Awareness Month Luncheon welcomes hundreds of attendees from around the entire State of Wyoming every year! People with disabilities, their family, friends and neighbors, employers, service providers, educators, rehabilitation specialists, social workers, senior citizens, home health care workers, medical professionals, the list goes on and on. What better way to share your services, ideas and products with this community than by providing a display during the luncheon? <https://wgccd.wyo.gov/>

- **March 21<sup>st</sup> – World Down Syndrome Day**

The United Nations has declared “3/21” to be World Down Syndrome Day in honor of the date’s number. Many campaigns and events have grown out of this day, including #lotsofsocks campaign that involves wearing wild and mismatched socks. There are also advocacy events around the globe and a conference at the UN HQ in New York. For more information on all of these events, visit:

<https://www.worlddownsyndromeday2.org/>  
<https://www.ds-int.org/world-down-syndrome-day>

- **March 23<sup>rd</sup>-25<sup>th</sup> - 2020 Disability Policy Seminar**

Register for the 2020 Disability Policy Seminar on March 23-25 in Washington, DC. What better way to make your voice heard than to speak directly to your Members of Congress about the disability issues that are most important to you! Join hundreds of advocates from around the country on a three day event that cultivates champions on Capitol Hill and advances the grassroots movement for people with intellectual and developmental disabilities (I/DD). Learn more at <https://disabilitypolicyseminar.org/>.

- **March 25<sup>th</sup> - Developmental Disabilities Month Resource Fair on Capitol Hill**

NACDD is hosting a resource fair in cooperation with Rep. Jim Langevin (RI) and Rep. Don Young (AK) of the Bipartisan Disability Caucus on March 25<sup>th</sup> from 9am to 12pm in the Rayburn Foyer. Disability organizations are invited to set up a table at the resource fair with information you feel would be most helpful to congressional staff. Table opportunities are limited due to space concerns, so please register at [this link](#) to reserve your space today. Or copy and paste this link <https://forms.gle/Nqf8SbHP4nabFasd9> into your browser. If you have any questions, please contact Erin Prangle, NACDD at [eprangle@nacdd.org](mailto:eprangle@nacdd.org)

## **DD Awareness Month Proclamations**

Need help preparing a proclamation for DD Awareness Month?

[Click here to see examples of proclamations and resolutions](#)