

**DEVELOPMENTAL DISABILITIES  
AWARENESS MONTH 2018:  
SEE ME FOR ME**

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Thank you for joining in today to talk about DD Awareness Month 2018. We're really excited about this campaign and can't wait to see all of the wonderful resources and posts that everyone shares throughout the month of March!

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**TODAY'S WEBINAR**

- About the campaign
- Weekly subthemes
- How to get involved
- What to do if you don't use social media
- Simple social media "how tos"
- Questions
- Contact info

During this webinar, we'll talk about different ways to get involved with the campaign, our theme reveal, a breakdown of the weekly subthemes and how to utilize them and some social media how-tos and helpful tips. If you have any questions, please save them until the end where we will have time to answer them.

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**CAMPAIGN PARTNERS**



A quick thank you to our partners at AUCD and NDRN for their help with this campaign and with spreading our message.

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### DEVELOPMENTAL DISABILITIES AWARENESS MONTH

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

So what is Developmental Disabilities Awareness Month and what are we trying to accomplish? In 1987, President Ronald Reagan made a public proclamation that the month of March should be recognized as Developmental Disabilities Awareness Month to "increase public awareness of the needs and potential of Americans with developmental disabilities."

### ABOUT THE CAMPAIGN

- The goal of the campaign is to raise awareness by having people with and without disabilities sharing their stories about their lives, side by side.
- Participants can share photos, videos and stories.
- Resources will be shared about topics such as education, employment, community living, accessibility, and inclusion

Though our mission remains largely the same, so much has changed since 1987. While we still aim to increase public awareness, our focus has shifted to the importance of inclusion and living life side by side. During this month, we want people to share their stories, photos, and resources far and wide to expand the conversation of inclusion and accessibility.

### BEFORE THE CAMPAIGN

- Send your stories, photos, videos and resources to NACDD
- Visit [the DDAM webpage](#)
- Spread the word!

Between now and the beginning of March, there are some things that you can begin to do to prepare yourself and really kick off your DD Awareness Month Campaign. First, send any resources, toolkits, stories, photos, and videos to NACDD so that we can add those to our Resource Guide that we will share and for other people to see and utilize. Next, the NACDD website has a page dedicated to DD Awareness Month that houses all of the resources and imagery and ways to contact us for any reason. But more than that, the best way to prepare for the campaign is to begin to spread the word about DD Awareness Month and possibly plan community events during the month of March.

### SEE ME FOR ME!

- This year's theme is "See Me for Me!"
- Looking beyond any disability to see everyone for who they are as a person, and not just as a person with a disability

This year's theme is "See Me for Me!" To us, this means looking beyond someone's disability and seeing them as a person and not just a person with a disability.

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### SEE ME FOR ME IMAGERY



When we began to visualize what "See Me for Me" meant, we pictured a mirror and how not only a person with a visible disability look into a mirror and wish people could see beyond a their disability, but also how every person looks at themselves and hopes that they can be seen for who they are and not the color of their skin or their sexual identity or their religion.

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### WEEKLY SUBTHEMES AND SHARING RESOURCES

- We have broken the month of March into weekly subthemes to help steer the conversation
  - March 1-9: See Me As Your Classmate – Education
  - March 12-16: See Me As Your Coworker – Employment
  - March 19-23: See Me As Your Neighbor – Community Living
  - March 26-30: See Me As Your Friend – General
- Using the themes and provided resources are not required – it is just a way to help you plan your campaign and offer inspiration

Last year, we decided to break the month into weekly subthemes to steer conversations and also to be able to bring in other organizations and companies that are focused not just on people with DD but on other things and have them able to share and be involved in the month.

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While we have created these themes, they are not mandatory! If you or your organization wants to talk about education during the employment week, go for it. It is merely a way to possibly create stronger conversations with cohesive topics and to help out others who might

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not have as strong of a communications team. Each week, we'll discuss important topics regarding the everyday lives of people with DD. The first week we'll focus on education, the second on employment, next on community living and then we'll finish up the month talking about other miscellaneous general topics.

### HOW CAN I PARTICIPATE?

- Facebook
  - Post photos, videos or stories about your life side by side
  - Share posts from other people and pages
  - Use the hashtag #DDawareness18
- Twitter
  - Tweet photos and stories
  - Retweet @NACDD, @AUCDDnews, @NDRNadvocates
  - Use the hashtag #DDawareness18

How can you participate? This campaign is open to anyone and everyone and we want you to use this campaign however you want. On Facebook and Twitter, you can post or tweet photos, videos or stories, share or retweet from other people and pages and by using the hashtag #DDAwareness18. The purpose of a hashtag is to connect conversations regardless of the original poster.

### OTHER WAYS TO PARTICIPATE

- Send your resources to NACDD!
  - We want to showcase the amazing work that you, your Council, state or 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; or anything else that you think can be a helpful resource to others for living side by side!

For anyone who doesn't use social media, don't worry. Send your resources and stories to NACDD for us to share. These resources can be anything from blog posts, studies, photos, videos and toolkits. We want to share these resources across our network so that not only does your hard work get shown, but other people can utilize your resources and be inspired by your stories.

### WHAT IF YOU DON'T USE FACEBOOK/TWITTER?

- Email content to your council or NACDD
- Encourage constituents to post on their social media using the hashtag #DDawareness18
- Post a link to the DD Awareness webpage on your website

As I said, this campaign is about more than social media. If you are not a social media user, there are so many other ways to spread the information. You can send out notices and resources through email lists, encourage others to use the hashtag and post information and links to your website as well.

### EXPAND YOUR NETWORK

- 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 council members – they may have connections that you aren't aware of!

For this campaign to be as successful as possible, it has to spread farther than just within the network of DD organizations and healthcare provider, etc. Reach out to businesses in your area, local schools, news stations, legislators and any other organizations or companies that you may have a relationship with - whether it is a professional relationship or maybe you just have a friend who works there.

### WHO PARTICIPATES?

- 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!

DD Awareness Month is for everyone! As I said, for this campaign to be successful and for our message to reach far and wide, we want more than just people in the DD network to participate. Reach out to your network and tell them to share with others that it is DD Awareness Month. Any and every business has the opportunity to hire people with disabilities so this relates to anyone and everyone.

### HOW WE'LL RAISE AWARENESS

- By using the hashtag #DDawareness18 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

The hashtag #DDawareness18 will link together all conversations about DD Awareness Month across social media. By using this hashtag, we will be able to track our reach of how far and wide this campaign stretches and be able to tie everyone back together.

### SOCIAL MEDIA HOW-TO GUIDE

- Facebook:
  - Uploading a cover photo
  - Scheduling a post
  - Tagging

I'm going to go over a few Facebook how-tos on  
 uploading a cover photo, scheduling posts and tagging.

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### FACEBOOK: UPLOADING A COVER PHOTO

- A cover photo is the larger photo at the top of your profile, above your profile picture.
- To add or change your cover photo:
  - Hover over in the top-left of your current cover photo.
  - Click Update Cover Photo. If you don't currently have a cover photo, click Add Cover Photo.
  - Choose whether you want to upload a new photo or pick a photo from one of your existing photo albums.
  - Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
  - Click Save Changes.

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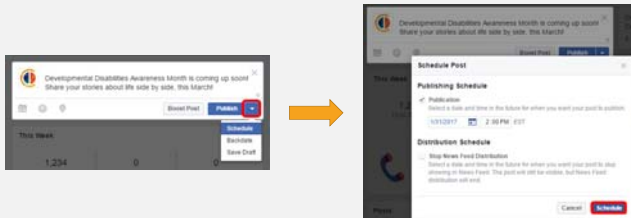
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### FACEBOOK: SCHEDULING A POST




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### FACEBOOK: TAGGING

- When you tag someone, you create a link to their profile. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also show up on that friend's Timeline.
- To tag someone, type the "@" symbol and then type the name of the person or organization you would like to link to.



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### SOCIAL MEDIA HOW-TO GUIDE CONTINUED

- For more social media how-to guides and best practices, visit the [DDAM webpage](#) and read our Social Media Guidelines

We are putting together a more in-depth social media guide with some helpful tips and best practices for getting the best interactions and responses from your followers.

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### QUESTIONS? COMMENTS?

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CONTACT US!

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Thank you all for taking the time out of your day to join in learn more about NACDD's 2018 campaign for DD Awareness Month. I hope you were able to take away at least one thing from this webinar. As a reminder, please make sure to send any photos, videos, stories, toolkits or other resources to us so that we can share them across our network. If you have any questions or comments, please don't hesitate to contact us!